

LIFE

IN THIS ISSUE

FIRST PICTURE REPORT
ON COMMUNIST SHANGHAI



A WOMAN'S PROBLEM

JEANNE CRAIN IN "PINKY"

OCTOBER 17, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00



Look for this label...it identifies
the finest wools in the world



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

New B.F. Goodrich

"Rythm Ride"

EXTRA
SAFETY



EXTRA
COMFORT



EXTRA
MILEAGE



NO EXTRA
COST

THE **BIG** DIFFERENCE IN TIRES IS "RHYTHMIC-FLEXING CORDS"



EVERY tire has thousands of cords that flex as you drive. Unlike most cords (at left), which behave like majorettes that can't get together, BFG cords (at right) have no cross-threads to hamper their action. They work in *rythm* like trained majorettes.

ALL CORDS SHARE THE LOAD

In B. F. Goodrich Silvertown tires, cords are evenly spaced, under uniform tension—sealed in live rubber without cross-threads. There's no bunching or gapping. No "slacker" cords or overstrained cords. BFG cords work in *rythm* to share the wear for more miles—cushion the impact for more comfort—absorb the road punch for more safety—give you a "Rythm Ride"!

WHY OTHERS DON'T HAVE IT

B. F. Goodrich *alone* has the experience and the millions of dollars worth of specialized machinery to give you "rythmic-flexing cords" in every tire for every purpose. See the difference at your B. F. Goodrich retailer!



COLD RUBBER, TOO—FOR EVEN MORE MILES! B. F. Goodrich pioneered cold rubber in 1941—turned over patents to Government patent pool during the war. Further research has kept BFG in the lead—makes it possible to bring you the most advanced cold rubber compounds in every BFG passenger tire tread. You get "Rythmic-flexing cords" and cold rubber too—at no extra cost! See your B. F. Goodrich retailer today. Generous trade-in. Convenient budget terms. Low down payment. *The B. F. Goodrich Company, Akron, Ohio.*



ONLY B. F. GOODRICH GIVES YOU "RHYTHMIC-FLEXING CORDS" IN EVERY TIRE FOR EVERY PURPOSE

This One



K4ZY-57Z-KB00

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*So SIMPLE
for Sally!*



*So SAD
for Sue!*



*Follow
Sally's simple rule...*

You can easily avoid
shrinkage problems;
look for the word
"Sanforized" on the label
before you buy.

For a cotton dress with
a "Sanforized" trade-mark
can't lose its looks
to shrinkage,
wash it as you will.

Just follow the rule,
and follow it every time.
Demand to see
the "Sanforized" trade-mark
on every cotton you buy!

SANFORIZED

TRADE MARK

The style will never shrink away
from the dress with "Sanforized" on the label

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



The Van Gogh Album—to be sold at retail for \$13.50—is yours Free if you obtain a Trial Membership in The Heritage Club at this time!

Now—but for a brief time only!—you can obtain a unique collection of the world's classics, illustrated by the world's great artists and well printed on permanent papers—for the same price as ordinary books!

AND you can do this on a Trial basis!

AND you will obtain *The Van Gogh Album* free!

WHAT IS THE VAN GOGH ALBUM?

Well, it is something new, beautiful too.

It is about 11 by 14 inches in size. It is a strong portfolio in which you will find *mounted prints* of forty-four of Vincent Van Gogh's most famous paintings. Some of these paintings have been reproduced by the photogravure process in a deep and velvety black; some have been reproduced in sanguine; and some have been reproduced in full color by lithography.

Only the fact that the costly plates, for the reproduction of these paintings, were used in the famous edition of *Lust for Life* published by The Heritage Press, enables us to offer this Album at retail for \$13.50.

Yet a copy of the Album will be *given* to you, as a gift from the directors of the Club, if you obtain a Trial Membership in the Club at this time!

Now you may know that the membership rolls of The Heritage Club are not often publicly opened to new members—so *now* is your opportunity.

The Heritage Club distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not "de luxe," nor are they old editions dressed up for a new market. They are especially designed, illustrated by the greatest of the world's artists, and printed by leading printers on fine papers chemically tested, handsomely bound and boxed.

And the members obtain these books for the same price which they are called upon to pay for ordinary novels! Despite increases, general throughout the book business, of 100% in the costs of manufacturing, each member is called upon to pay only \$3.65 for each book—or only \$3.28 if he makes payment in advance!

Now, AND FOR the remaining eight months of our publishing year, we have decided to make an increase in our membership.

This month just one thousand Trial Members will be enrolled. If you apply for one of these Trial Memberships (and in time to get one of them!) you will during the coming eight months obtain these books:

The Essays of Montaigne, in three volumes, profusely decorated; *Moll Flanders* by Daniel Defoe, illustrated by the famous American painter Reginald Marsh; Oscar Wilde's *Salomé*, each copy hand illuminated in genuine gold by Valenti Angelo; *Tristram Shandy* by Laurence Sterne, beautifully illustrated by that great artist-of-the-book T. M. Cleland.

These are only a few of the titles.

Yet, if it should happen that you do not desire to have any of these books, you are given a list of more than two dozen Heritage books-in-print—from which you are permitted to select substitution titles. In short, you may obtain only the books you want, and yet you may obtain them at a price which is a bargain.

THERE HAVE BEEN great book bargains before, of course, and there will be again. But it seems safe to say that *never* in the history of book publishing has a greater bargain than this been offered to wise buyers.

You are invited to put this statement to the test. If you will fill out the coupon printed herewith, and mail it to The Heritage Club, you will be sent a copy of the completely descriptive Prospectus. Also, one of the available Trial Memberships will be reserved for you until you have had time to study the Prospectus and decide whether to send in your formal application. But you'd be wise to send *now*!



Reservation Coupon

To THE HERITAGE CLUB,
595 MADISON AVE., New York 22

Please send me a copy of your Prospectus, in which are described the books to be distributed to the *Trial Members* in the coming eight months, and send me also a circular more completely descriptive of THE VAN GOGH ALBUM. I understand that, if I send you my application at this time, I will be entitled to have a copy of THE VAN GOGH ALBUM [retail price, \$13.50] without cost; and that you will now reserve a Trial Membership, awaiting my formal application.

NAME _____ PLEASE PRINT

ADDRESS _____

CITY & STATE _____ ENS

LOOK! THE RAZOR BLADE

Now in this Fool-Proof

Wet thumb doesn't push the blade! No clogging! No jamming! Whiz-Pak feeds one perfect blade at a time... the duridium Silver Star Blade that men are switching to, from coast to coast! Millions agree Silver Star gives cleaner shaves with no feeling of the blade's edge!

MEN! Here's a brand new shaving combination that saves you time, saves your face, saves your disposition! It's the amazing Duridium Silver Star, the razor blade your face can't feel... in the new Whiz-Pak, a fool-proof mechanical dispenser that changes blades with a flip of your thumb.

The double edge Silver Star is made of Duridium... a new form of razor blade metal manufactured by a process developed during the war, and solely owned by the American Safety Razor Corporation.

Shavers everywhere report that Silver Star removes the heaviest whiskers cleaner and easier, with utterly no feeling of the blade's edge. Get Silver Stars today... 10 blades in a Whiz-Pak dispenser for 49c. Silver Star fits standard double edge razors.



MARVELOUSLY SIMPLE—blades are dispensed in one direction only!



"Thought I'd forgotten to put in a blade!"

"Daily shaving used to bother my sensitive skin. But the new Silver Star removed my beard so gently and easily, and with no shaving sensation, I thought I'd forgotten to put in a blade. Silver Star and the Whiz-Pak dispenser make a most convenient combination!"

GENE CAVALLERO,
Genial Host of the famous
"Colony Restaurant," New York



"WHISKERS JUST SEEMED TO VANISH ...I couldn't feel a thing!"

"Shaving was a problem for me. But my first shave with the Duridium Silver Star solved it. My whiskers just seemed to vanish and I couldn't feel a thing. And the Whiz-Pak changes blades in a jiffy!"

WALLIS RIGBY,
Noted War Plane Designer



"I, also, had to feel my face to know I shaved!"

"The new Whiz-Pak caught my eye and I bought one. Glad I did, too! It introduced me to the Silver Star. This marvelous new blade removed my whiskers cleanly with no feeling of the blade's edge! I had to feel my face to know I shaved. The new Silver Star Duridium blade and Whiz-Pak make a swell time-saving team!"

ARMAND DENIS,
Noted Explorer and
Producer of R.K.O.'s
"Savage Splendor"

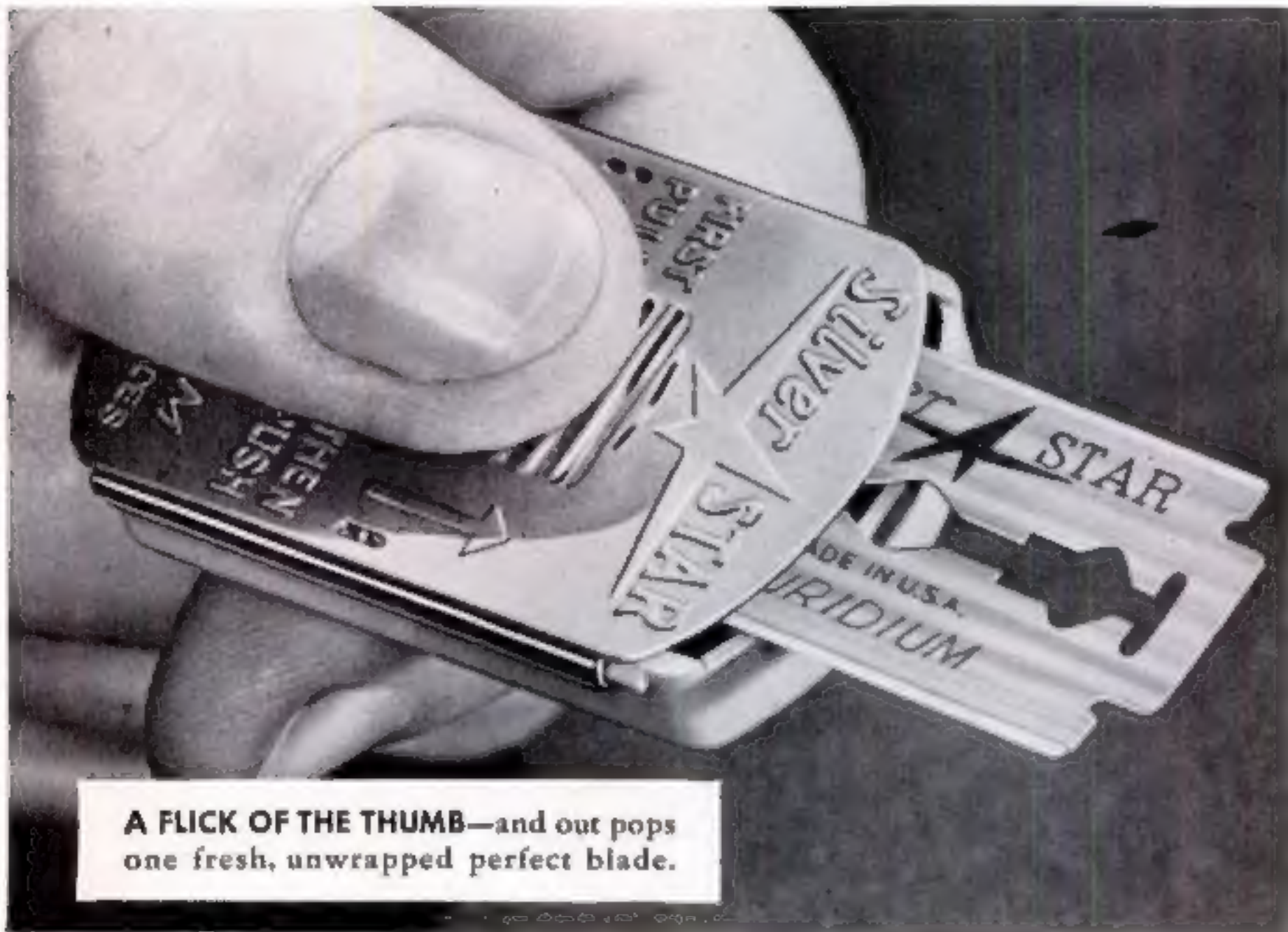
"Whiskers just seemed to melt away!"

"For me shaving was a major operation 'til I changed to Silver Star. Now I get the world's smoothest shave with no shaving sensation."

DR. A. W. LINDBERG,
Well-known Physician



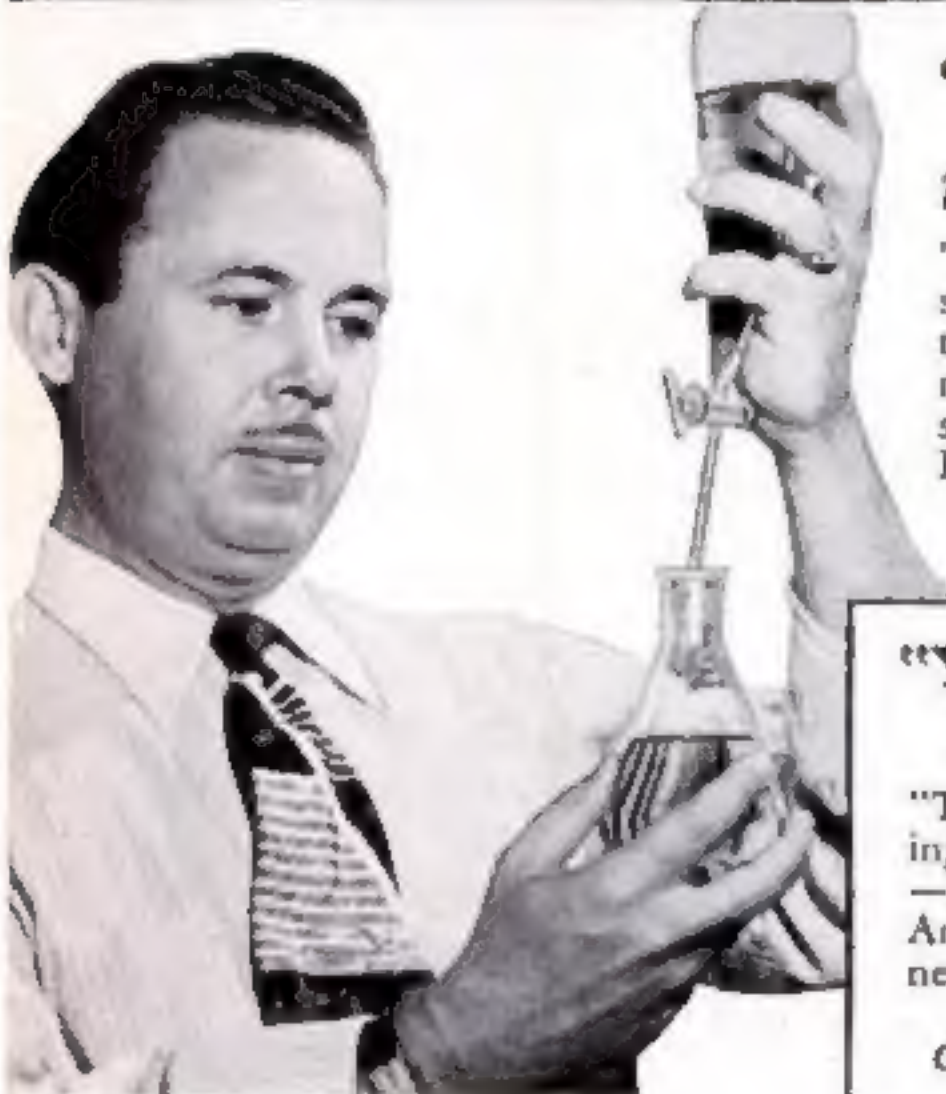
YOUR FACE CAN'T FEEL *Mechanical Dispenser!*



A FLICK OF THE THUMB—and out pops one fresh, unwrapped perfect blade.



10 FOR 49¢ IN *Whiz-Pak* DISPENSER



"Had to look twice to make sure I'd shaved!"

"It just didn't seem possible that I could shave without feeling the blade's edge. But that's what happened when I changed to the new Silver Star. I had to look twice to make sure I'd shaved. And with the new Whiz-Pak I never cut my fingers changing blades!"

H. GEORGE PETRIE,
Prominent New Orleans Chemical Executive

"You hear it...you see it... but you don't feel it!"

"The new Silver Star is most amazing! You see the whiskers come off—but you feel no shaving sensation. And I'm sure all men will go for the new Whiz-Pak!"

ROCKWELL GARDINER,
Connecticut Antique Collector and Dealer



"LIKE A 'PHANTOM BLADE' ...you can't feel it shave!"

"The new Silver Star Blade made of Duridium is like a 'Phantom Blade.' It does a real job of taking off stubborn whiskers, yet you can't feel it shave. I get no feeling of the blade's edge. The Whiz-Pak is the handiest dispenser ever... feeds just one fresh unwrapped blade at a time!"

CAPTAIN ARTHUR W. PIERCH,
Moore-McCormack Lines

Silver STAR

MADE BY DURIDIUM PROCESS

The Razor Blade your face can't feel



Regular Package
5 FOR 25¢

AN A.S.R. PRECISION PRODUCT • AMERICAN SAFETY RAZOR CORP., BROOKLYN 1, N. Y.

For *Susan Wilshire's* nineteenth birthday...

"ITS STYLING THRILLED HER," says her mother. "The Elgin we selected is perfectly exquisite. I wanted it for Susan the minute I saw it."

"THAT MAINSPRING SEEMED EVEN MORE IMPORTANT," says her father. "Certainly this watch with its DuraPower Mainspring will be more dependable."

an *Elgin*

Interior decorating vies with strenuous sports for the interest of this lovely daughter of Mr. and Mrs. W. Murray Wilshire of Riverside, Connecticut



Lord Elgin and Lady Elgin
21 JEWELS 19 JEWELS

\$7150

\$7150

\$10000

Styled by Henslee



16750

\$5500

Lord and Lady Elgins are priced from \$67.50 to \$8,000. Elgin De Luxe prices range from \$47.50 to \$67.50. There are other Elgins from \$29.75, including Federal Tax

*Patent pending. Made of "Elgiloy" metal

Elgin won the 1949 Fashion Academy Gold Medal Award!

Make that birthday excitement *really* shine in your loved one's eyes . . . with the gift of a beautiful, star-timed Elgin. The new Elgins are triumphs both *inside* and out. Styles so stunning and original that they won the 1949 Fashion Academy Award.

And beneath their beauty—more excitement still—the miracle DuraPower Mainspring. *No other watch in the world has such dependable power for accurate timekeeping.* For birthdays, for every gift occasion, you can be sure the one you love will be far *happier* with an Elgin Watch. See your jeweler. He now has a large selection of beautiful new Elgins to show you. They are priced for every purse.

ELGIN

TIMED TO THE STARS!

The genius of America to wear on your wrist

This is the story of that
 Forsyte woman
 and
 the
 three
 men
 who loved her...



Seames... brutal, powerful, ruthless... He offered her great wealth—and she would be his prize possession.



Jolyon... he was charming, carefree... He could offer her nothing—but for him there could be no other!



Philip... headstrong, tempestuous... He offered her excitement and fulfillment—and he almost ruined her life!

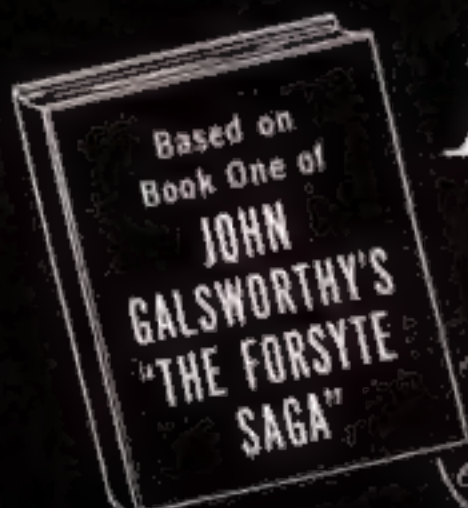
MGM presents

ERROL FLYNN • GREER GARSON • WALTER PIDGEON
 ROBERT YOUNG

THAT FORSYTE WOMAN

JANET LEIGH

COLOR BY
TECHNICOLOR



with HARRY DAVENPORT Screen Play by JAN LUSTIG, IVAN TORS and JAMES B. WILLIAMS • Additional Dialogue by ARTHUR WIMPERIS
 Directed by COMPTON BENNETT Produced by LEON GORDON A METRO-GOLDWYN-MAYER PICTURE

How to be toast-happy
for years and years!



See the General Electric Automatic Toaster at your dealer's. \$21.50*

The handsome General Electric Automatic Toaster makes toast
just as you prefer it—every day, for years!

How do you like your toast?



Have toast exactly as you like it, just by setting a control. The new General Electric Automatic Toaster makes toast light, medium, or dark. Toast pops up or stays down until you want it.

Stay happy!



The General Electric Automatic Toaster stays handsome and continues to give you uniform toast—every slice perfect—for years.

Snappy cleaning!



With the new General Electric Automatic Toaster you don't have to coax crumbs out of the works. The Snap-in Crumb Tray takes only a few seconds for occasional cleaning. Out with a snap, brush it off or wash it along with the dishes—snap it in. General Electric Co., Bridgeport 2, Conn.

*(Incl. Fed. Exc. Tax) Price subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL  ELECTRIC

LETTERS TO THE EDITORS

NORONIC FIRE

Sirs:

In connection with your coverage of the *Noronic* disaster (LIFE, Sept. 26), I am the "imperturbable passenger" who is shown descending the fire ladder "with cigar in his mouth and carrying a small alligator bag."

It may be of interest to your many readers to learn that the fireman pictured with me was slowly descending this all-metal ladder backward "on all fours" and slowly groping for the ladder rungs when I first saw him. He had no hose or axe or any equipment and was apparently on the ladder "only for the ride." In any event, he had a very scared look when I rather loudly asked him to get to one side so that I could pass him and normally travel down that very nice metal ladder—which came in the nick of time for me. This fireman then partly stood up, but he rendered no aid to me, although the picture might give that impression. I needed none. If this ladder had been delayed about three minutes more I likely would have been burned, the fire being then close to the *Noronic's* bow on the promenade deck. . . .

DALLAS M. CONDON

Detroit, Mich.



CONDON (RIGHT) DESCENDING

Sirs:

Why must we have an unending series of holocausts like that on the *Noronic*? Months and months ago LIFE published photographs showing the effectiveness of fireproof paint in preserving inflammable structures. If this paint would do the work, why is it not used? After suffering a small fire in my summer cottage a while back, I attempted several times to purchase fireproof paint without success. . . .

W. S. CAMPBELL

Norman, Okla.

● Fireproof paint has not been used yet on any ship this side of the Atlantic. The Swedish navy has tested it and has purchased enough to paint one ship completely. The Albi Chemical Corporation, which manufactures it, says that while it might not have stopped the *Noronic's* fire it would have slowed it.—ED.

MARTYRED BRIDE

Sirs:

In regard to the pictures and accompanying article entitled "Martyred Bride" (LIFE, Sept. 26), please let it be known that the citizens of Napa are enraged over the barbaric, immature and stupid behavior of one Wesley Gardner. We of Napa don't think him a "funny fellow" at all but just plain childish.

MRS. GEORGE J. ANDREWSON
Napa, Calif.



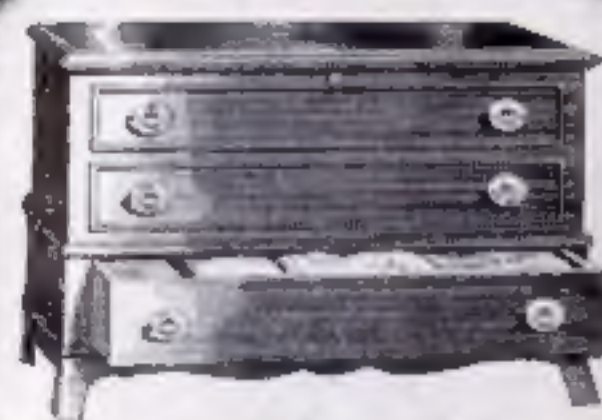
At work or play, night or day,
it's the world's most demanded hair net.

All colors 20¢ White, grey, purple 25¢
Single or double mesh
VENIDA
The Guaranteed
HAIR NET
rules the waves

FAMOUS VENIDA HAIR BEAUTY AIDS BY RIESER CO., N. Y.

THE PERFECT GIFT TO SAY

"I Love You"



No. 2221—18th Century Style \$79.95
in Mahogany. Drawer in base.

LANE CEDAR HOPE CHEST

Perfect for Weddings • Birthdays
Anniversaries • Confirmation
Graduation • Engagements

Make Christmas Dreams
Come True for

• Sweetheart • Wife • Mother
• Sister • Daughter

Join Your Dealer's LANE
Christmas Club Today!

There is a Lane for every room, with
exteriors in all popular woods and
finishes to harmonize with all types of
furniture. Guaranteed Moth Protection. At
all fine furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L14 for information, if desired.

CONTINUED ON PAGE 12



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RAUMAN-GREENE

NEW FACTS ON
MIRACLE-TUFT

FITS THREE WAYS...

Your hand! Your mouth! Your teeth!

Here's a brush that is worthy of the vital task it performs. It's the Dr. West's Miracle-Tuft. Examine it carefully. Notice the scientifically, two-way curved brushhead that reaches all tooth surfaces . . . the water-proofed, "Exton" bristles set in perfectly-formed tufts. Notice, too, the

carefully molded handle of glistening plastic and the smooth-surfaced brushhead that fits your mouth precisely. Yes, it's worthy of the sealed protection that the Dr. West's glass tube affords you. Start using a new Dr. West's today. Available in the four designs shown at the right. 50¢.

50c



Double-Convex
"Regular"

Two-Row
"Professional"

Straight-Top
"Ore"

Three-Row
"Powder"

They look alike...but there's a Big Difference!

THERE'S A BIG DIFFERENCE IN MARGARINES, TOO



Buy GRADE AA

BEFORE you pass judgment on margarines try Durkee's own GRADE AA brand! Every pound must qualify to the most rigid standards of flavor, texture and purity! Only the richest, clearest vegetable oils, selected pasteurized fat-free sweet milk and other choice ingredients are used. Each pound is enriched with 15,000 units of Vitamin A. That's why Durkee's new improved margarine is so smooth—why it tastes so mild, so sweet, and so *naturally* good. That's why millions of women are serving Durkee's as a table spread. Try yours today.

Every Package carries Quality Guarantee!

Be sure you look for Durkee's own GRADE AA Stamp on the side of every carton. This denotes *genuine* Durkee's Margarine. Accept no substitute.

Durkee's available yellow or uncolored

1. **Yellow** ... in ¼ lb. prints in the 32 States where its sale is permitted.
2. **With Capsule** ... in Color-Ease bag.
3. **White** ... in the Economy-package.



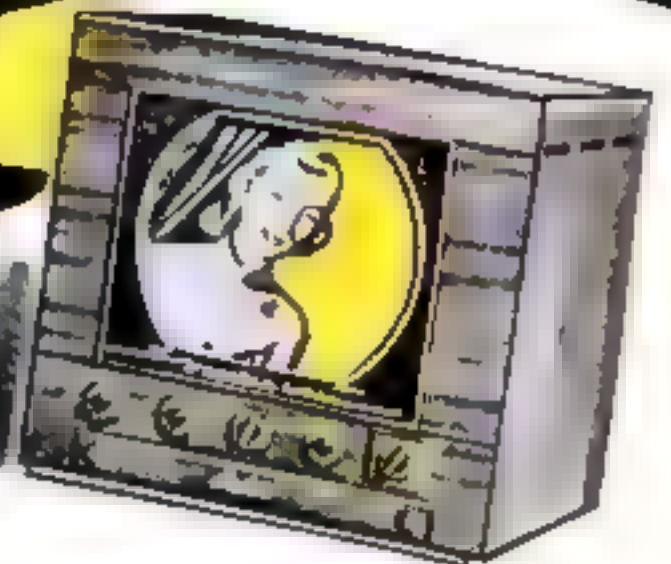
DURKEE'S *own* **GRADE AA**

Name Durkee's New Margarine

**LUSTRON
HOUSE AND LOT...**

PACKARDS

**WESTINGHOUSE
TELEVISION SETS
AND APPLIANCES**



**\$26,000 IN PRIZES
TO 27 WINNERS**

**IT'S EASY!
HERE'S ALL YOU DO**

- (1st) **LUSTRON HOUSE** VALUE \$15,000 } OR
(*delivered and assembled) } \$10,000
AND LOT \$1,000 } **CASH**
- (2nd) **PACKARD "STANDARD" 4-Door Sedan****
(delivered)
- (3rd) **PACKARD "STANDARD" 2-Door Club Sedan****
(delivered)

and 24 other valuable prizes consisting of:

- 5 WESTINGHOUSE TELEVISION SETS
(10" Screen) with NEW ELECTRONIC MAGNIFIER
- 6 WESTINGHOUSE ELECTRIC RANGES
Model ES 64-49
- 4 WESTINGHOUSE LAUNDROMATS
Model L-4
- 4 WESTINGHOUSE REFRIGERATORS
7-ft. DeLuxe Model
- 3 WESTINGHOUSE ELECTRIC COMFORTERS
- 2 WESTINGHOUSE ELECTRIC ROASTERS

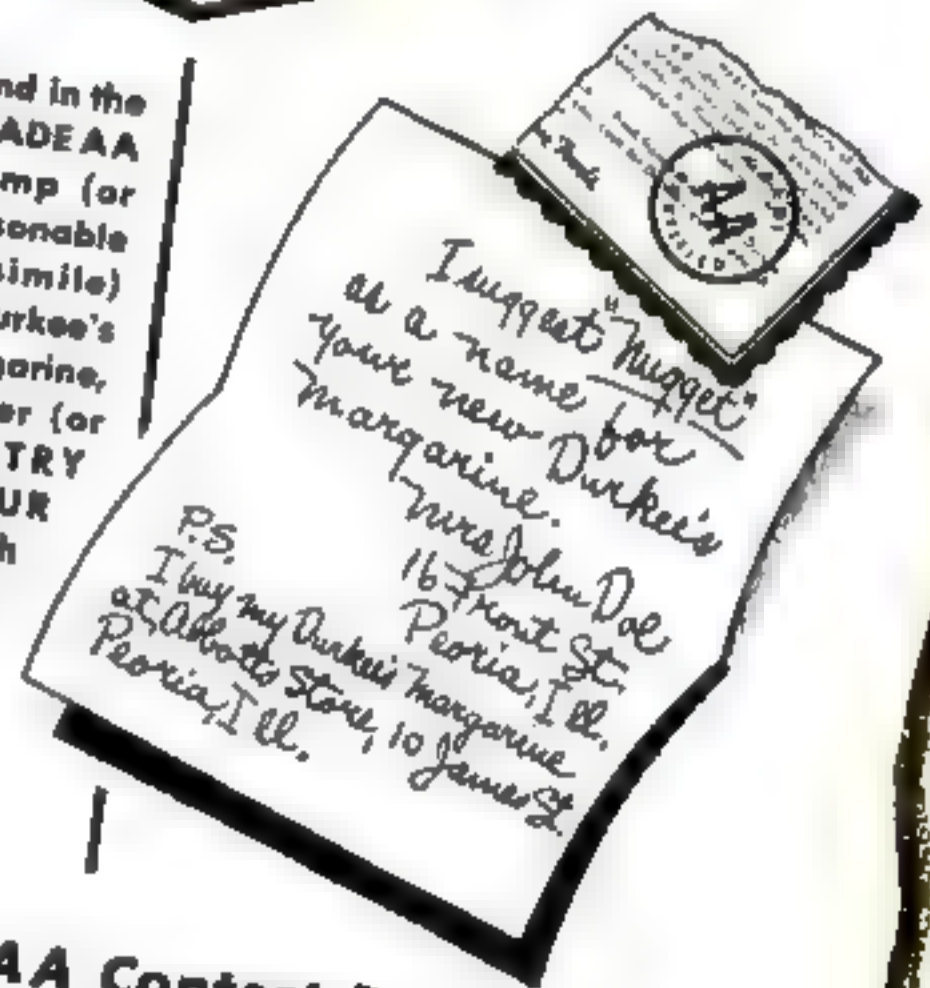
*See Rule No. 10.

**Winners of the Packard automobiles will be allowed selection of colors and special rates on Packard accessories.



Send in the
GRADE AA
Stamp (or
reasonable
facsimile)

from a package of Durkee's
New Grade AA Margarine,
together with a letter (or
the OFFICIAL ENTRY
BLANK FROM YOUR
GROCER) upon which
you have written the
name you wish to sub-
mit. Mail to Durkee
Famous Foods Con-
test, P. O. Box 1080,
Chicago 77, Illinois.



Durkee Grade AA Contest Rules

1. This is a Durkee Margarine naming contest, starting October 10th and ending December 10th, 1949. Contestants are to submit names which, in the opinion of the judges, are appropriate for Durkee's own Grade AA Margarine.
2. The 27 names which are judged to be most appropriate and original, will win prizes.
3. No names submitted will be considered for a prize unless accompanied by the part of the Durkee Margarine carton which shows the Grade AA stamp (or a reasonable facsimile).
4. Each contestant may submit as many names as desired. However, each must be on a separate sheet of paper on which must appear complete name and address of sender, and the name and address of the store which supplies your Durkee Grade AA Margarine. Also, each name submitted must be accompanied by the Durkee Grade AA stamp (or a reasonable facsimile).
5. The 27 winners will be announced in Life Magazine during January. They will also be notified individually by mail.
6. The decision of the judges will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned but will become the property of Durkee Famous Foods.
7. Employees of Durkee Famous Foods, their advertising agencies, contest judges and families cannot participate.
8. All entries must be postmarked before midnight December 10, 1949, and mailed to Durkee Famous Foods Contest, Post Office Box 1080, Chicago 77, Illinois.
9. All entries will be judged by the R. L. Folt & Company, Chicago, Illinois, whose decisions will be final.
10. It is understood that in the event that a first prize award is made to a resident of a community where restrictions or other conditions prevent the erection of a prefabricated house, Durkee Famous Foods reserves the right to make the alternate first prize award of \$10,000 in cash to the winner.

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MARGARINE

More men want

Jockey

Over-Knee

to protect tender skin!



Get the Complete Jockey Underwardrobe



Jockey Short for active sport



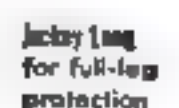
Jockey Midway for every-day wear



Jockey Brief for dress-up wear



Jockey Over-Knee protects tender skin from trouser press



Jockey Long for full-leg protection

Just the right length to protect tender skin—protect from trouser press, too. Jockey Over-Knee is so popular

like all Jockey styles, Over-Knee has those Jockey features men prefer—a gap opening, protective crissed patch, smooth no-itch seams, long-life elastic waistband and non-roll rubber. Which means real he-man comfort and trim fit for you. Look for "Y-Front" on the garment—it's your assurance that you're getting the famous Coopers product.

See your Jockey dealer. He has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures you perfect fit all over—waist, hips and crotch. Then, get Jockey and get really comfortable! Buy Jockey Contoured Shirts to match, short sleeves or sleeveless.

Also Jockey Underwear in Children's Sizes

Be modern... wear knit support underwear... insist on the Jockey* label



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LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

We wish to congratulate you on your "Martyred Bride" story. It gives your readers a true picture of the sacredness of the California wedding ceremony.

MR. AND MRS. CHARLES FULLER
Ann Arbor, Mich.

Sirs:

... If Mr. Gardner isn't married, let's hope that some day, when he is, someone is thoughtful enough to bring Gargantua on a leash to his wedding reception.

THEONA RASMUSSEN
Minneapolis, Minn.

● Gardner had a perfectly normal wedding in 1936. He is still married.—ED.

Sirs:

Mark my words, Wesley Gardner shall go far in this world

As far, at least, as Washington, D.C., where he shall become a military aide to the President.

HOWARD PAGE
New York, N.Y.

Sirs:

After seeing your picture of funny man Wesley Gardner laughing hysterically at the success of his scheme to humiliate an innocent bride, I agree more enthusiastically than ever with Ogden Nash in his poem entitled *What's the Matter, Haven't You Got Any Sense of Humor?* which concludes with the following lines.

I have recently read with complete satisfaction of a practical prankster two of whose friends had just been married.

CONTINUED ON PAGE 14

Please send



to _____ NAME

_____ ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.
L-10-17

Like good
FOOD?
ENJOY
IT!

always carry

TUMS

The more delicious the food, the more you may be tempted to over-indulge. So have Tums handy for almost instant relief of acid indigestion, gas and heartburn! There's no baking soda in Tums. No danger of acid rebound. Nothing to mix or stir, either. Take Tums like candy mints—any time, anywhere, as often as needed. Get yourself some Tums this very day. All drugstores.



for the tummy

NEED A LAXATIVE TOO?

Try **Nature's Remedy**
TOMORROW A.M.

ARE YOUR

False Teeth
Clean Enough?

Be sure to try Coleo... made by Colgate from a new formula especially to remove film!

Film is one of the hardest things to remove from false teeth! Does Coleo succeed? Hundreds have tried Coleo in introductory tests. More than 7 out of 10 preferred Coleo to all other types of false-teeth cleansers! There's your answer!

Gently fizzes off film
and stains in 10 to 15 minutes
without brushing!

Coleo contains a special ingredient developed by Colgate Scientists to gently fizz away mucin (film) and removable surface stains better, quicker... with complete safety to plates! Coleo makes false teeth and mouth feel fresher, cleaner. Leaves teeth sparkling! Try Coleo today!

Note: Coleo will not fade dentures, even the new, acrylic plastic plates.

Coleo is the trade-mark of the Colgate-Palmolive-Peet Company



Dirt-Proof

Your Engine Oil

AC

OIL FILTERS

Dirty oil is the year-round enemy of engines. It is especially destructive in cold weather.

It makes rings and valves stick, wears out moving parts, steals engine power. "Dirt Proof" your car, truck or tractor engine oil at regular intervals by installing an AC Element in your oil filter. You'd save oil, fuel and repair bills. You can get this vital protection where you see the boy-and-girl poster or the AC Service Dealer Sign.

Look for this sign



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

Bostonians



Bostonians

LETTERS TO THE EDITORS

CONTINUED

Which was of course in itself simply a challenge to be harried,

And it was a challenge he was eager to meet,

And he went to the roof of their hotel and tied a rope around his waist and a colleague lowered him to where he could clash a pair of cymbals outside the window of the nuptial suite,

And he weighed two hundred and eighty pounds and the rope broke,

And that to my mind is the perfect practical joke

STEPHEN A. ECKARDT

Newton Highlands, Mass.

THROUGH RUSSIAN EYES

Sirs:

Congratulations on your fine article "Russia Through Russian Eyes" (LIFE, Sept. 26). If these reports fail to rejuvenate the spark of Americanism which at one time flamed so brightly within our fellow countrymen, then perhaps the forced labor, the lack of freedom of speech and press and the nonexistence of a free vote should be impressed upon the lot of us.

HAROLD E. SOMERS

Cortland, N.Y.

RETRIEVER

Sirs:

The Labrador retrievers (LIFE, Sept. 26) are great bird dogs, but a good German Shepherd can be taught just about anything. At the age of one year our Jim can retrieve any floating



object of reasonable size when so commanded. Here is a picture taken with a telephoto lens in which Jim pulls his master a considerable distance to shore without bruising his hand.

JOSEPH MASTERS

Brookline, Mass.

LIFE WITHOUT GERMS

Sirs:

I want to commend you for having published something about Notre Dame ("Life Without Germs," Sept. 26) that does not reflect upon the football prowess of the school.

It is good to note that the character of the well-known university extends beyond the perimeter of two goal posts.

PAUL F. CARR

Philadelphia, Pa.

DODD

SIRS:

AS MEMBERS OF THE UNIVERSITY OF GEORGIA ART STUDENTS LEAGUE WE WOULD LIKE TO COMMEND YOU OF THE INTERESTING ARTICLE PERTAINING TO LAMAR DODD (LIFE, SEPT 26). IT IS TIME "THE BOSS" RECEIVED THE RECOGNITION HE HAS SO LONG DESERVED.

GARDNER CIDDLEY

BILLIE WISMER

PEARL SELIGMAN

DICK WATERS

DAN QUILLIN

ATHENS, GA.

Shower
Protection
in SHELTERS



Randolph

Bark-colored water-repellent gabardine blended of rayon and wool, worked with fine, topcoat tailoring.

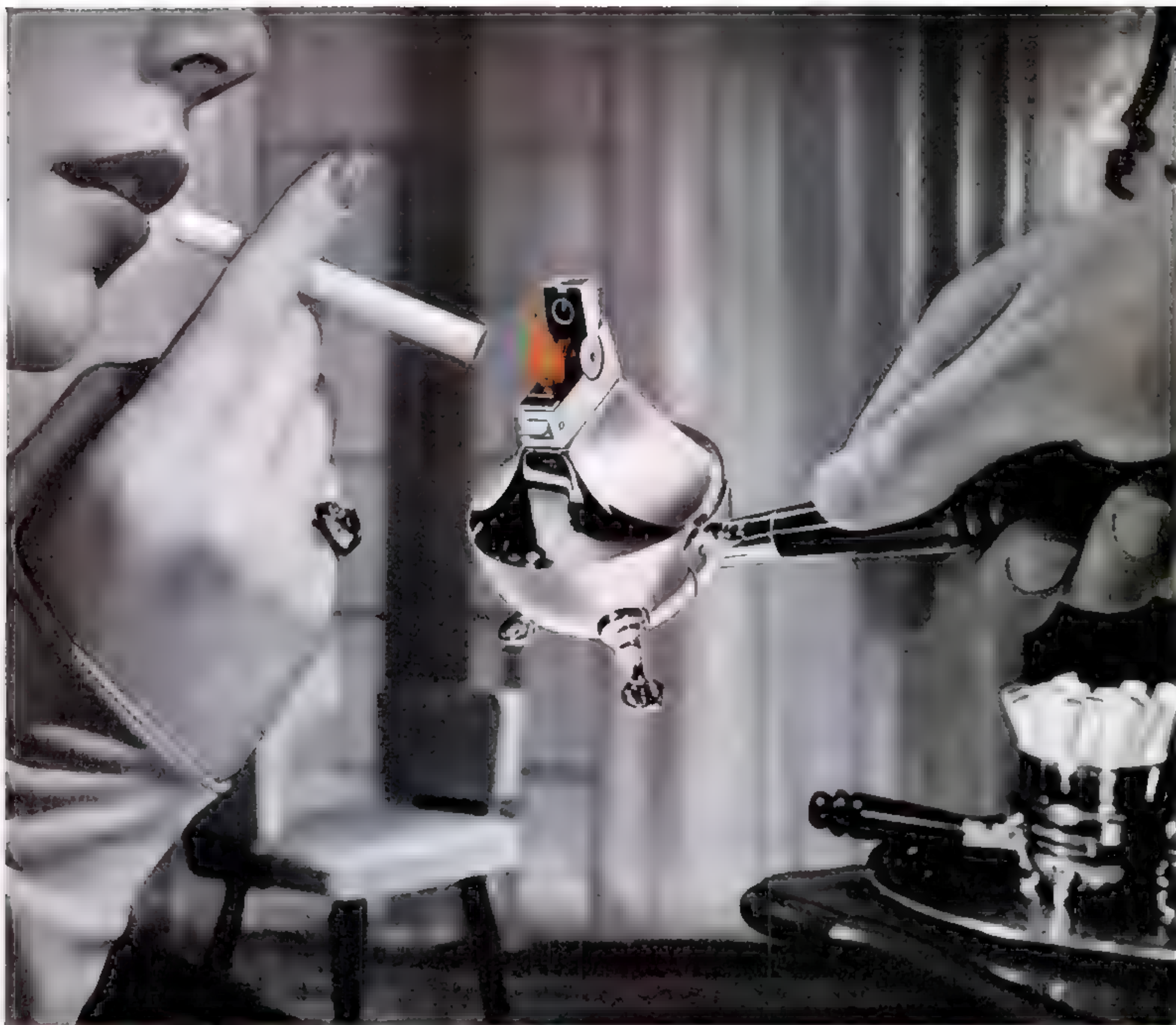
Shelters.

To get dependable Shelters protection, ask to see this label when you buy.



UNITED STATES RUBBER COMPANY

Serving Through Science



New! Exclusive! A.S.R. 'Heritage' Lighter!



MATCHING 3-PIECE A-S-R 'HERITAGE' SET—
Lighter, Tray and Cigarette Server . . . \$25.00

A TREASURED GIFT . . . SYMBOL OF GRACIOUS HOSPITALITY . . . \$12.50 No Fed. Tax

Decorators' Choice! Latest inspiration of America's most distinguished lighter designers!

Serve a Light with the 'Heritage'! Platinum-group Rhodium finish—cannot tarnish, can be engraved! Handle of satin-finished ebony Tenite. A-S-R automatic 'light-switch' action

—*stays* lit without holding. You pass the light without passing your thumb! Lights for months—and refilling's easy as pouring coffee!



lighter

A-S-R Pocket Lighters in many styles . . . \$5.95 to \$200.
Lighter Division, A-S-R Corporation, Brooklyn 1, N. Y.

Another A-S-R Precision Product

The hour glass is
a means of measuring
the passing of time



Beech-Nut GUM

is the measure used to
determine the fine flavor
and dependable quality
of chewing gum

It's "Always Refreshing"

LETTERS TO THE EDITORS

—CONTINUED—

MR. HYDE'S NOSE

Sirs:

You stated that making up "Mr. Alfred Hyde" (LIFE, Sept. 26) took the longest—one hour. Did Wally Westmore take the same amount of time to make up Fredric March as "Mr. Hyde" 19 years ago, or has he been able to cut down his time on these difficult characters?

CORDELIA HEAD

Weston, Conn.



● When March played the part in 1930, Westmore had to spend 3½ hours each morning making him a nose. Now composition rubber masks, which can be used over and over again, have simplified the process. Here Westmore is shown adjusting Eisenstaedt's special rubber forehead and nose.—ED.

GUN-RUNNING.

Sirs:

Your Far Eastern correspondent, Roy Rowan, has consistently turned in an outstanding performance.

His story on the gun and Bible smugglers of Indonesia (LIFE, Sept. 26) is much more than a good yarn. It is a document of thorough reporting and exactness.

I recall his Manchuria beat and many other instances where he dug for his story, filed it and was well on his way into another before other press representatives had a chance to sharpen their pencils.

E. A. ENNST

Los Angeles, Calif.

WELFARE CAPITALISM

Sirs:

Your editorial on "Welfare Capitalism" (LIFE, Sept. 26) tacitly admits and supports "welfare"; the only thing you are doing is quibbling over who, the state or business, shall administer it. It will never cease to be cause for amazement to me why those who advocate this change so naively overlook the fact that the administrators, state or business, invariably charge the greater percentage of the input to administer it. . . .

F. T. WHITTEN

Corona, Calif.

Sirs:

There is an ominous rumble in the distance when LIFE can take for granted that its readers believe "individual security through insurance and pensions" is a good thing. Our country and our freedom have been built on individual *insecurity*, not security in the sense your editorial means.

What could be more insecure than to go into an unknown wilderness with no more security than you carry in your hands and mind? Our forefathers built a great nation by doing that. . . .

VERNON BEARDSLEY

Dallas, Texas

Laugh with

JOAN
DAVIS

ROI-TAN'S
Cigar Store
Indian

Every
Friday
Night
ON
CBS



ROI-TAN
The Cigar that
BREATHES

10¢

ENHANCES
SMALL BOSOMS!

The Padded Bra by



only
\$1.50

Wait till you see the miracle
this smart plunging bra
style performs...it's won-
derful! Foam rubber pads
are easy to remove, easy to
launder.



BEFORE...AFTER

#930-Rayon satin, white,
pink or black. Sizes 30 to 36, A-cup.

Lovable Brassiere Co., Dept. L-17, 356 Fifth Ave., NYC 1

YOU'LL LOOK LOVELY, TOO.
IN A Lovable BRA

CONTINUED ON PAGE 18



Hey, all you Dogs!



Make no mistakes! You'll be barking up the right tree when you leap for the wonderful prizes in this colossal contest open to *all* dogs . . . and only dogs. It's a snap. Don't let any grass grow under your paws. Get a wag on. Get off your entry today!

WIN Gaines

"LUCKY-DOG" CONTEST

TRIP!
SWIMMING POOL!
STATION WAGON!
LIFETIME MEAL TICKET!
OTHER PRIZES!

Closes November 4th!

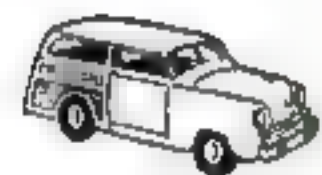


1. Using the entry form in this advertisement, one from your Gaines dealer or a plain sheet of paper, have your master answer Disney's question (in 25 words or less). Be sure to tell him to include your name and his name and address.
2. Cut, tear or bite (but neatly) the top off any size package of Gaines Meal or kibble and mail it with your entry to:
Lucky Dog Contest
P. O. Box 58, New York 40, N. Y.
3. Entries must be postmarked not later than November 4, 1949. Entries with insufficient postage cannot be accepted.
4. Statements should be based on the benefits of Gaines feeding, drawn from your experience and from the "helpful pointers" given here.
5. Any dog living in the continental United States may enter, except dogs employed at the Gaines Research Kennels or dogs whose master or any member of his master's immediate family is employed by General Foods Corporation, its subsidiaries, or their advertising agencies.
6. Entries will be judged by the impartial judging staff of the Reuben H. Donnelly Corporation on the basis of interest, aptness and originality. Their decision will be final. Duplicate prizes will be awarded in case of ties.
7. All entries become the sole property of General Foods Corporation, and none will be returned. All winners will be notified by mail. Contest subject to Federal and state regulations.

**IT'S THE GREATEST GRAND JACKPOT
OFFERED DOGS SINCE HECTOR WAS A PUP!**

TOP DOG WINS ALL THIS:

- Five glamorous, cost-free days in New York at the Plaza Hotel, flying by TWA, all expenses paid to and from your home for you, your master, and one other person.
- Lifetime supply of Gaines Dog Foods.
- Crosley station wagon (you ride in comfort with plenty of headroom, legroom, and tailroom).
- Hollywood-type, custom-built, dog swimming pool by Koven.
- Crosley "Popularity" radio-television set—See the dog shows, horse operas, and man fights.
- Your photograph by the famous dog photographer, Ylla.
- Your portrait painted by the nationally known animal artist, Lyn Godwin.
- Complete beauty treatment under the personal supervision of Blanche Saunders.
- Free permanent registration by Identacode.
- PLUS \$500 gift certificate from Saks Fifth Avenue, which can include all these luxurious dog items:



- Custom-built two-room dog house with picture windows . . . Four-drawer tack chest and grooming stand . . . Traveling crate . . . Carrying case . . . Indoor bed . . . Mattress . . . Slipcover . . . Blanket . . . Gold-plated name tag . . . Oster electric clipper . . . Duplex dresser . . . Nail clippers . . . Steel comb . . . Imported brush . . . English leather collar and leash . . . Gold-plated collar and leash . . . Chrome-plated chain collar . . . Lawn tether and chain . . . Rubber crackle bone . . . Dozen cans cleaning powder . . . Dozen bottles liquid cleaner . . . Quart spot remover . . . Ultraviolet germ lamp . . . Dog-core books . . . Booties . . . Raincoat . . . One can of your favorite flea powder.

RUNNER-UP Catches: Two-year supply of Gaines Dog Food . . . \$350 gift certificate from Saks Fifth Avenue.

And 103 DOGS Will Share This Wealth of Good Eating. Full year's supply of Gaines Dog Food for winners of third, fourth, fifth, sixth and seventh places. Twenty-five pounds of Gaines Dog Food each to 95 dogs.

Gaines DOG FOODS

"Nourish Every Inch of Your Dog"

A Product of
General Foods

HELPFUL POINTERS FOR YOU! Remember that Gaines is more than a tasty and satisfying food. Through 20 years it's been made with the help of top scientists . . . been tested and approved by countless dogs.

Gaines keeps dogs in top shape because it provides everything known to be needed to nourish 'every inch' of a dog. It provides plenty of proteins and minerals to build strong bodies, bones, and teeth. It provides fats for sleek coats and healthy skin, carbohydrates for quick energy, and the many vitamins needed for all-round sparkling health.

Yet for all this wonderful nourishment, Gaines costs less to feed than any other type of dog food. Your master will appreciate its convenience, too.

GRR! I FEEL SO TIRED,
LISTLESS AND ALL
WOOFED OUT. HOW
DO YOU KEEP IN SUCH
FINE FETTER?



Dog's Name _____
Master's Name _____
Street _____
City _____ Zone _____ State _____

Mild and Flavorful...

Inhale to your heart's content!



A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!



EMBASSY

LETTERS TO THE EDITORS

CONTINUED

PAT AND DAVE

Sirs,

Score two for Dave Rochlen, life-guard at Santa Monica Beach, Calif. Successful in making front cover (LIFE, July 4) with pretty Pat Paulo and their day at the beach, this stalwart swimmer proves adept at handling himself in the rough-and-tumble game of paddleboard polo (LIFE, Sept. 26).

Did anything come of his one-day romance with Pat Paulo?

RICHARD D. AUGUST
Philadelphia, Pa.



ROCHLEN IN POOL



ROCHLEN WITH PAT

● Dave and Pat saw a lot of each other early this summer, but with Pat back at Santa Monica High School and Dave busy at various jobs they haven't had a date for a few weeks. Says Dave, "She's a real neat girl and I'd like to see more of her."—ED.

Sirs:

While observing the picture of Fred Bleeker paddling toward the goal, I noticed a dark streak down the side of his face. Is it blood? Has he been injured in the game?

MRS. HENRY GRAYBOFF
Forest Hills, N. Y.

● It's a shadow.—ED.

DEVIL'S SLIDE

Sirs:

The "Devil's Slide," shown in your story on rivet throwing (LIFE, Sept. 26), was a stunt never before tried. The picture which was published in LIFE was that of a near accident, which stopped the hearts of most of the spectators for a few seconds.

The structural ironworker is actually the hero of building construction. There are about 60,000 of us throughout the entire U.S. and every month our magazine reports from 5 to 10 men killed at work.

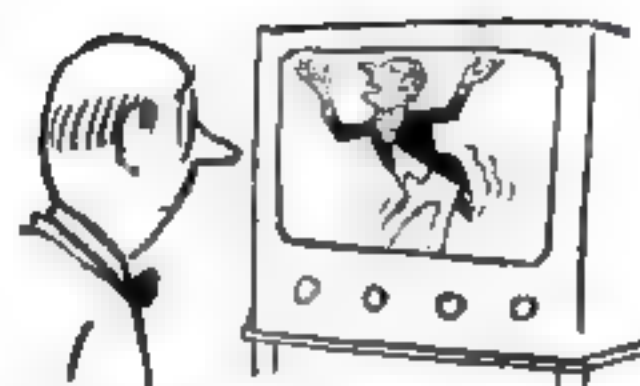
ELWOOD DERN
Middletown, Pa.

SALEM'S DEVIL

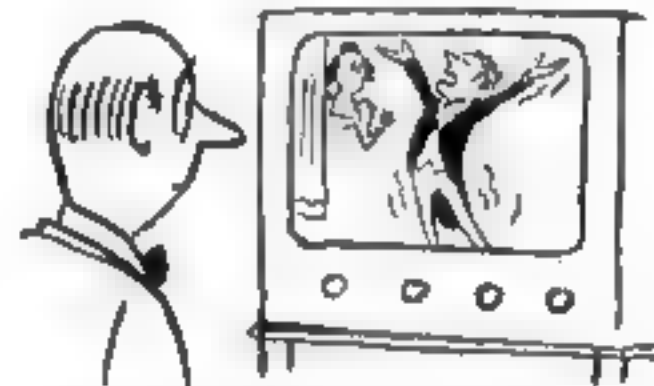
Sirs:

Historically minded travelers will have a devil of a time in Massachusetts trying to locate the Rebecca Nurse

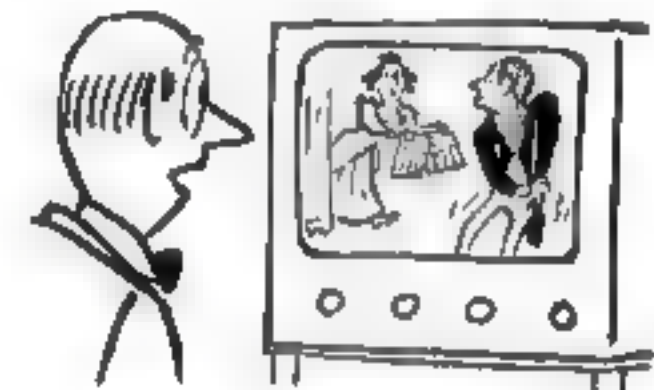
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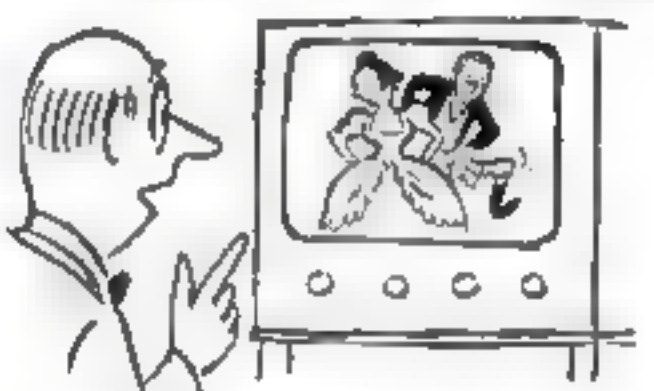
A video actor named Murray



Would squirm so his image was blurry.



"Arrow Shorts," said a viewer,



"Will fit you much truer!"



Their roominess ends all your worry!"



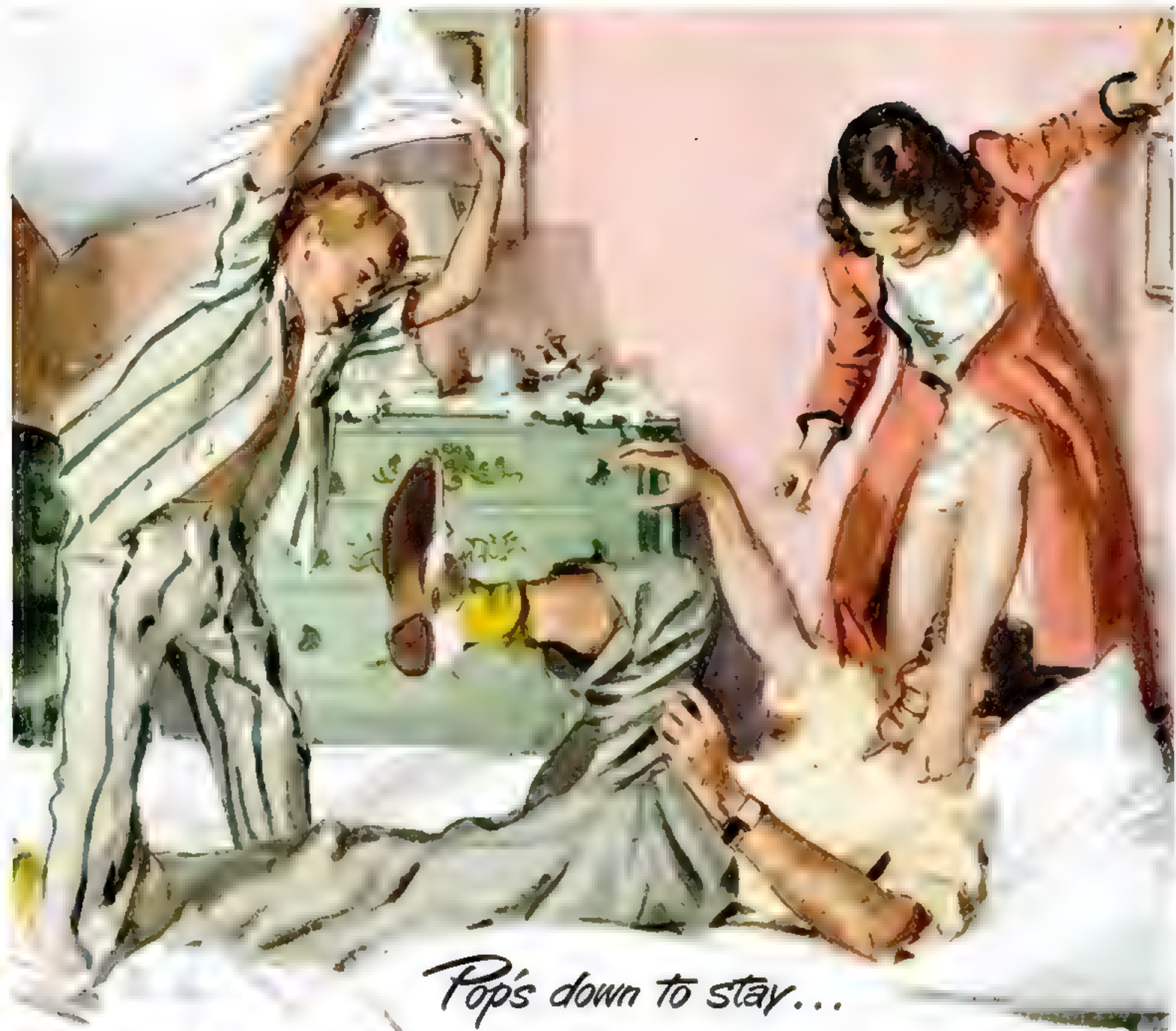
No chafing center seam

5 models: All-elastic waistband (2 styles); Elastic or Tie-side; Adjustable back. Sanforized • Gripper fasteners

ARROW SHORTS

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.



Pop's down to stay...

JUST LIKE THAT CONTOUR SHEET!

All he said was, "Bedtime, kids"—and bedlam broke loose! But Pop's game. "Big kid that he is, he's as ready for a tussle as the wrinkle-proof Pacific Contour Sheet beneath him.

Come bedlam or bed-lamb, they stay smooth—to bring all the family scrumptious, carefree comfort...at no extra cost! And Mom is saved work, for these bottom-sheets require no daily remaking. Sanforized*

for permanent fit, Contour Sheets are made of Pacific Extra-Strength Muslin and come in standard twin and double mattress sizes.

Pacific Contour Sheets have been eagerly bought, wherever they have been introduced this season. Try them soon—and let your hemmed top-sheet be Pacific, too! Both available at your favorite store. Always ask for Pacific Sheets by name when you shop.

*Requiring no ironing less than other sheets

Free booklet: "The story of Pacific Balanced Sheets."

Drop a card to Pacific Mills, Dept. K10, 214 Church Street, New York 13

CONTOUR
PACIFIC
SHEETS

PACIFIC CONTOUR SHEETS • PACIFIC COMBED PERCALE • PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Look for the Pacific label also on Pacific Supersorb Towels, Pacific Silver Cloth, and on men's, women's and children's wear of cotton and rayon



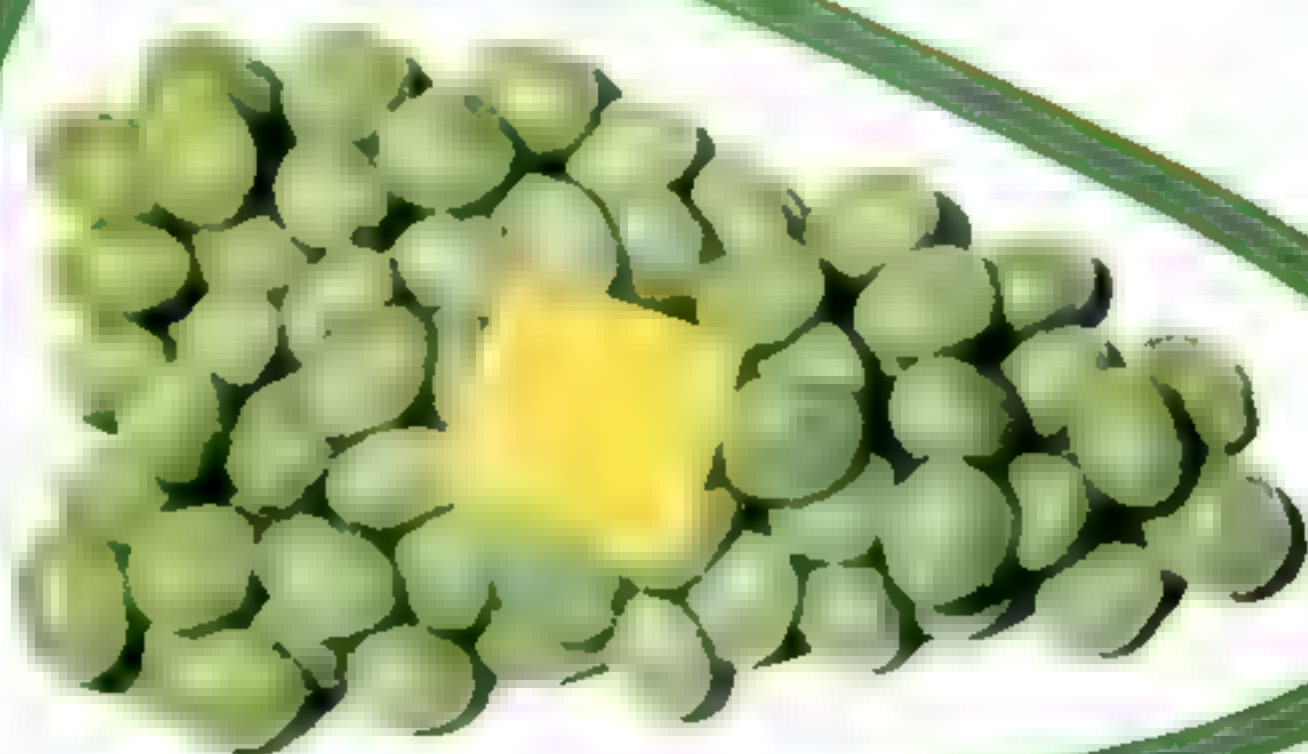
Contour's four seven-in. mitered corners cap the mattress corners and pull the sheet taut, as shown in above view of underside of mattress. The shaped tuck-under all around slips into place, further anchoring the sheet and holding it smooth

Lucky Eatin'!

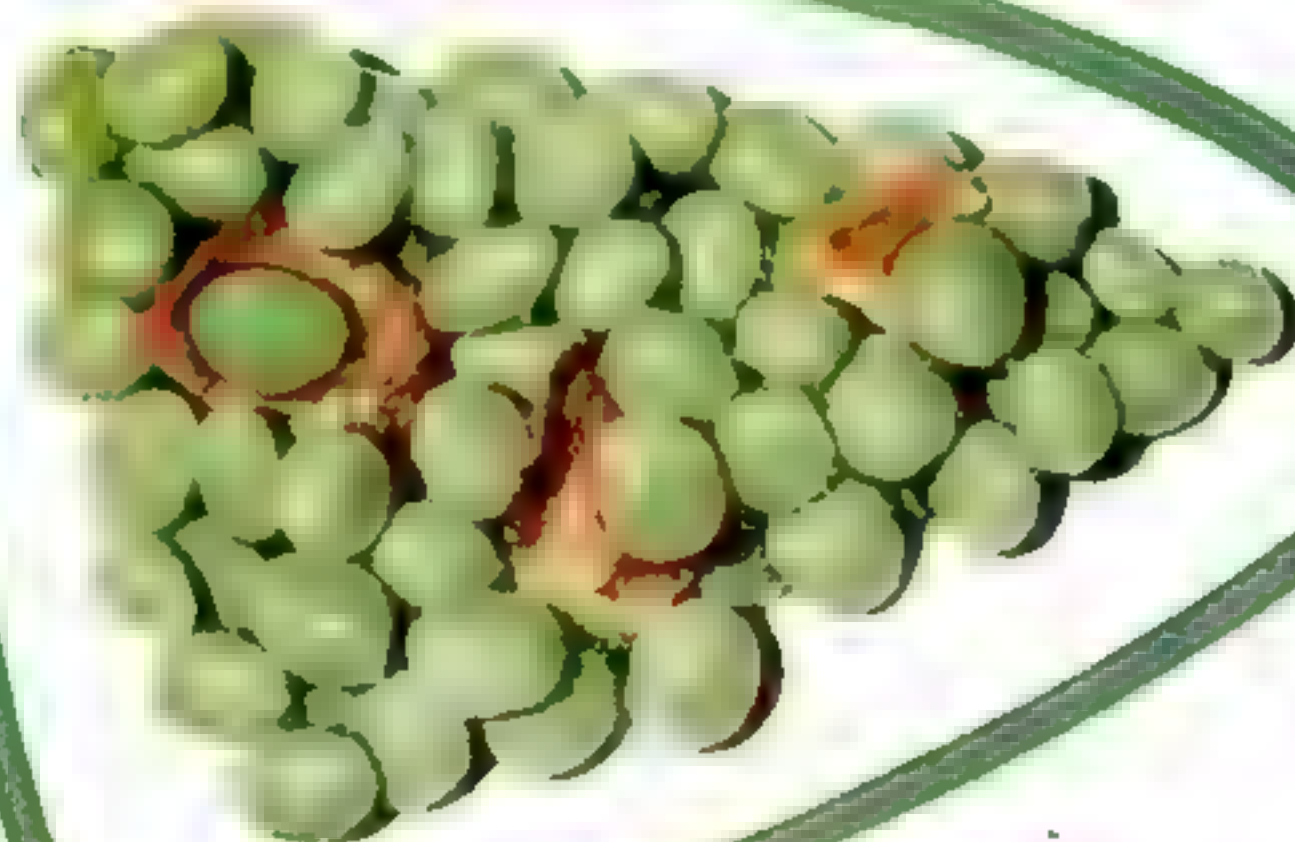
With mushrooms



Plain, with butter



With small onions



With crisp bacon bits

because we leave nothing to luck

We'll admit the original seed was a lucky "find" of science. But everything else about Green Giant Brand peas—their sweet, young tenderness, their summer-fresh flavor—is planned, mapped and charted. We even record sunshine, rainfall and "heat units" every growing day—to pick and pack them "at the fleeting moment of perfect flavor." Yet these pampered peas are yours at everyday prices. If you want to live better and eat better this is your "lucky find."

GREEN GIANT PEAS
BRAND

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota;
Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Niblets Brand whole kernel corn.



*Packed at the
fleeting moment
of perfect flavor*

Listen to the Fred Waring
Show on NBC every Saturday
morning for the Green Giant.

"Green Giant" and
"Niblets" Brands
Reg. U. S. Pat. Off.
© MVCo.

Let it **SNOW!**

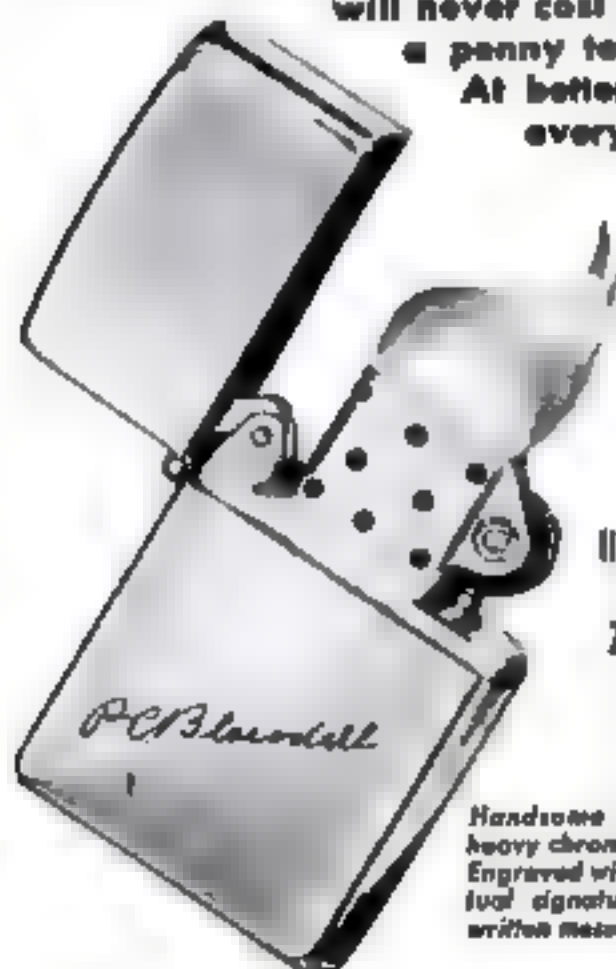


Let it **BLOW!**



ZIPPO
Always works!

Own a Zippo! Give a Zippo! It's the lighter that works anywhere, every time. Unconditionally guaranteed . . . will never cost anyone a penny to repair. At better stores everywhere.



Make any lighter work better with Zippo Flints and Fluid!

Handsome Brush Finish heavy chrome Zippo, \$3. Engraved with initials, actual signature or handwritten message, \$1 extra.

Zippo lighters are priced from \$3 to \$175.* Ask your dealer, or write Zippo for FREE brochure showing many other Zippo models with prices.

*Plus tax on sterling silver and solid gold models only.

ZIPPO
WINDPROOF LIGHTER

©1949 ZIPPO MANUFACTURING CO., BRADFORD, PA.

LETTERS TO THE EDITORS

CONTINUED

homestead and burial ground in Salem (LIFE, Sept. 26). Both are in the town now known as Danvers, one mile east of U.S. Route 1.

GALO PUTNAM EMERSON
Danvers, Mass.

• Danvers was called Salem Village at the time of the trials. Its name was officially changed in 1757. It is approximately five miles from Salem, which was sometimes called Salem Town to distinguish it from the village.—ED.

Sirs:

In reference to your article "The Devil in Massachusetts," the court that tried Rebecca Nurse was a special court of Oyer and Terminer, consisting of a group of judges. Judge Samuel Sewall was on this court and kept a diary. It states that in later years he was so remorseful that he stood before the church congregation each Sunday and begged God for forgiveness.

CARLISLE WALTERS
Great Neck, N.Y.

Sirs:

Rebecca Nurse, whose story you told, remained gentle to the end. But Sarah Good, condemned along with Rebecca for witchcraft, was not of the same timber. At the gallows Reverend Noyes urged, "You are a witch, confess it!" "Sir," said Sarah, "you are a liar. I am no more a witch than you are a wizard, and if you take my life God will give you blood to drink." Noyes actually died from a hemorrhage which filled his mouth with blood. This was a theme used by Nathaniel Hawthorne in his *House of the Seven Gables*, the setting of which was Salem.

As to the pins, which were introduced as evidence at the trial, they were more often used by the jury to make tests. The accused were pricked on any part of their body that appeared at all abnormal. If they cried out in every instance, they were innocent. An insensitive spot meant the mark of the devil.

FRANCES DIANE ROBOTTI
New York, N.Y.

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

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Once Over makes Rooms New

WONSOVER

is the Paint for You!



To make rooms smile brightly

...just WONSOVER lightly!

Once Over with WONSOVER . . . the one-coat flat paint that really covers in one coat! The long-lasting, real oil, real "Dutch Boy" one-coat paint that's really washable!

Once Over with WONSOVER . . . one coat covers most surfaces like magic . . . painted walls and woodwork . . . even wallpaper and water-reduced paints! Flows on with creamy smoothness. Dries to a flattering flat finish. Leaves no unpleasant odor.

Once Over with WONSOVER . . . and you can wash it over and over again. Wonsover washes really clean . . . and so easily. Fingerprints, pencil marks and smudges can't sink in . . . so they wash right off!

Once Over with WONSOVER . . . in soft, lovely colors, as well as white and off-white. Give WONSOVER the once-over at your "Dutch Boy" dealer's. Look up his name under "PAINT" in your classified telephone directory.

"Save the Surface and You Save All!"

National Lead Company

One Coat and You're Through!

Really Washable, Too!

FREE COLOR FOLDER!
Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 70, care of nearest office listed below.

• • • Mail Coupon Today! • • •

NATIONAL LEAD COMPANY,
Dept. 70, New York 6, Buffalo 3; Chicago 8; Cincinnati 3, Cleveland 13, Pittsburgh 12; St. Louis 1; San Francisco 10, Boston 6 (National Lead Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros. Co.).

Please send "Dutch Boy WONSOVER" Color Folder to

Name

Address

City Zone State

SPEAKING OF PICTURES . . .

...These show the world's most
spectacular tightrope walkers

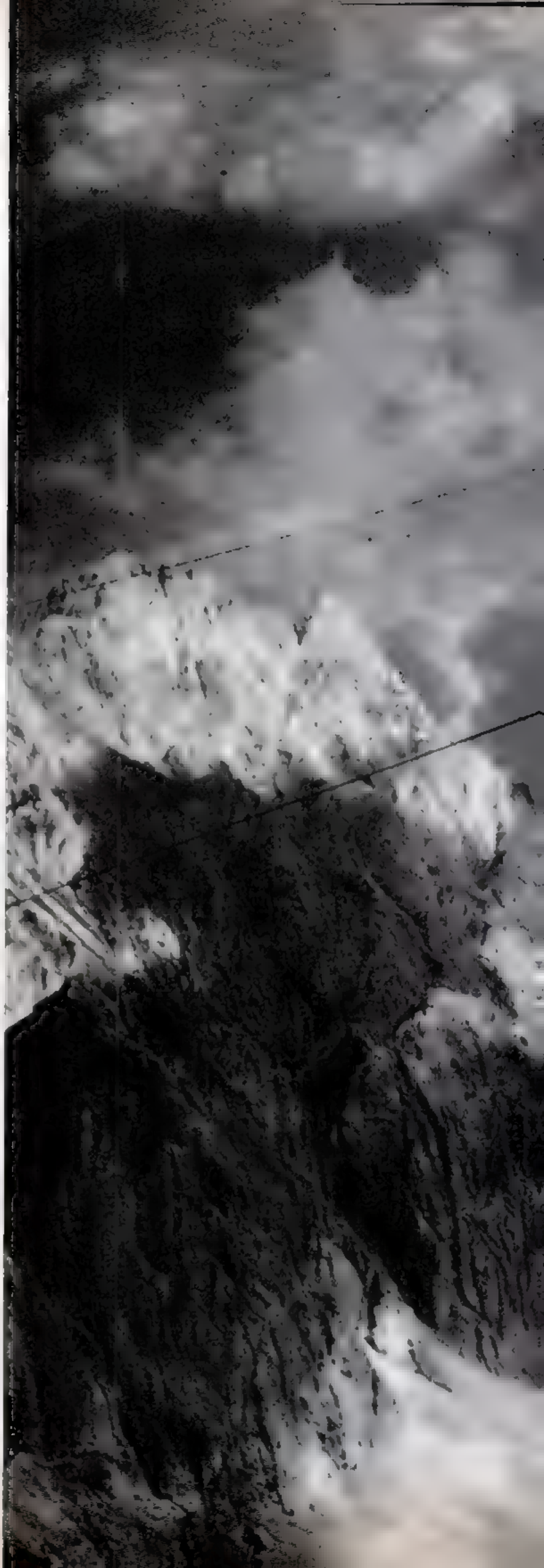
Out of the swirling mists eddying around Germany's highest mountaintop came pictures last week of the most frightening high-wire acts the world has seen. Three thousand feet above the jagged rocks of the Zugspitze on the Austro-Bavarian frontier, three young daredevils stunted about on a sputtering motorcycle (*next page*) and climaxed their spine-chilling performance with a "death walk" (*right*) on a swaying, ice-coated wire. Last year one of the troupe was killed in Hamburg while the act was performing on wires stretched between high buildings and church steeples. This year there have been no fatalities—so far.



DEATH WALK is performed by Siegwart Bach while partner Jupp Klein sits on the wire. Last year Bach prepared for this stunt by walking wire alone (*LIFE*, Aug. 23, 1943).



CROSSOVER COMPLETED, Bach proceeds while Klein straightens up. Midway in the performance, a guy rope snapped, causing the wire to sway sickeningly in high wind.





DANA ANDREWS SAYS:
"EDGEWORTH"
 IS AMERICA'S
 FINEST

—and that pocket pouch
 sure is a honey!"



"WHEN I DISCOVERED Edgeworth," says motion picture star Dana Andrews, "I got a *double* thrill. It was not only the mildest tobacco I'd ever smoked—but it came neatly wrapped in a handy pocket pouch. Now I can fill my pipe without spilling tobacco crumbs—and I no longer have a tin can bulging in my pocket."

Note: Remember, every Edgeworth pack is a pouch!

TO MAKE NEW FRIENDS...FOR

EDGEWORTH

HERE'S THE GREATEST PIPE OFFER EVER MADE...

\$3.50 VALUE



Cool-smoking pipe with brightly polished aluminum shank and genuine imported briar bowl.

Only

50¢

With outside flaps from 12 pocket pouches of Edgeworth Pipe Tobacco.

Send to Edgeworth,
 Dept. LE-4, Richmond,
 Virginia.

Offer limited to
 U.S.A. Expires
 Dec. 31, 1948.

For Pipe Comfort Smoke EDGEWORTH READY-RUBBED, fragrant, cool, long-smoking...or EDGEWORTH SLICED, crumble to your personal taste.

DANA ANDREWS starring in "Sword in the Desert"—a Universal-International Picture



HANGING BY FEET, Klein sways from trapeze hung below motorcycle and balanced by Rudi Bohme. Meanwhile Bach does handstand on the handlebars.



HANGING BY HIS TEETH is another variation of stunt by Klein. Below him is straight drop to Valley of Hell; peaks belong to Waxenstein mountains.

NOW! PROOF that brushing teeth
right after eating with

COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!

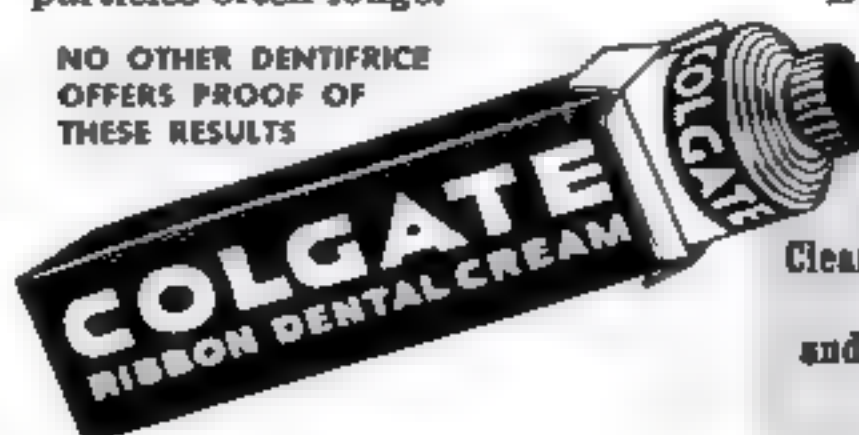
**Exhaustive Research by Eminent
Dental Authorities Proves How
Using Colgate Dental Cream Helps
Stop Tooth Decay Before it Starts!**

NOW dental science offers *proof* that always brushing teeth with Colgate's right after eating helps stop tooth decay before it starts! Proof—based on hundreds of case histories, two years of continuous research at leading universities—the most *conclusive* proof in all dentifrice research on tooth decay.

Under the direction of eminent dental authorities, one group of college men and women always brushed their teeth with Colgate Dental Cream right after eating—while another group followed their usual dental care. The average of the group using Colgate's as directed was a startling reduction in number of cavities—*far less tooth decay!* The other group developed new cavities at a much higher rate.

Modern research shows tooth decay is caused by mouth acids which are at their worst after meals or snacks. When you brush your teeth with Colgate Dental Cream right after eating, you help remove acids before they can harm enamel. And Colgate's penetrating foam reaches crevices in teeth where food particles often lodge.

NO OTHER DENTIFRICE
OFFERS PROOF OF
THESE RESULTS



**The Most Conclusive Proof
In All Dentifrice Research
On Tooth Decay!**

The Colgate's now at your dealer's is the same formula used in the tests. Colgate's contains all the necessary ingredients, including an exclusive *patented* ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in flavor, foam or cleansing action.

No claim is made that using Colgate's can stop *all* tooth decay, or help cavities already started. But brushing teeth right after eating is the *proved* way to help stop tooth decay with Colgate Dental Cream.

**Always use Colgate's to
Clean Your Breath While You Clean Your Teeth
and HELP STOP TOOTH DECAY!**

* Right after eating

1/2 PRICE SALE!

while they last!



PATENTED!

Only tooth brush in the world with smooth, round-end Pro-phy-lac-tic bristles... designed to be gentler, kinder to your gums!

You get one 50¢ tooth brush at half price when you buy one at the regular price!

Take advantage of Pro-phy-lac-tic's big, money-saving sale! Stock up the medicine closet and the guest room, too. Better get an extra brush for your overnight bag. Each brush is packed in its own shatter-proof "Travel-tainer".

Dentists recommend that you use two tooth brushes daily... one for morning, and another at night. These Pro-phy-lac-tic Proton brushes are packed in combinations of one dark and one light shade so

you can easily remember which is which.

Take your choice of two popular models... Pro-phy-lac-tic's famous end-tuft specially designed for cleaning backs of teeth and in between teeth... or the professional-style brush with smaller head and bristles trimmed to a flat surface.

Stock up and save plenty on Pro-phy-lac-tic's half-price sale! This offer good only in Continental U.S.A. and Hawaii.

PRO-PHY-LAC-TIC BRUSH COMPANY

Florence, Mass.

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alone...
because
she doesn't know



LOVE can be lost... romance ruined if you offend with perspiration odor. So stop it before it starts!

DRYAD—Jergens new kind of deodorant actually stops the decaying action of bacteria... the chief cause of embarrassing perspiration odor... before it starts!

Its complete deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad

stops perspiration odor
before it starts



There are 14,950,000 LIFE reading families in the United States in which LIFE has one or more readers.

BLONDES



New Home Shampoo for Blondes — with ANDIUM

To help keep blonde hair from growing dark or faded use ANDIUM, the home shampoo that contains ANDIUM for extra lightness and shine. Instantly removes gray from hair that makes hair dark. Washes hair so much lighter, gives it lovely lustre. Takes only 11 minutes at home. Safe for children.

FREE-Trial Package

Send postcard to Swedish Shampoo Labs., Dept. 120, 890 Broadway, N. Y. 10019, or retail dealer. Size at any 10¢, drug or toilet goods counter.

YOUR *Motorola* DEALER INVITES YOU...

TO THE YEAR'S MOST EXCITING TELEVISION-RADIO SHOW

ANOTHER TERRIFIC TV FIRST FOR MOTOROLA
New budget-priced table model with 8½ in. BROADVIEW screen. Brighter-than-ever pictures thru new Hi-Voltage circuit. Simplified controls with TARGET TUNING. MODEL 9VT1

THE GLAMOUR-BABY OF PERSONAL PORTABLES

Motorola's famous "Playmate Jr." BIG volume ... rich tone. Plays instantly, anywhere ... AC/DC or battery operation. Black or maroon leather-effect case ... bronze-gold trim. MODEL 5A9

STANDOUT VALUE • 10" BROADVIEW SCREEN

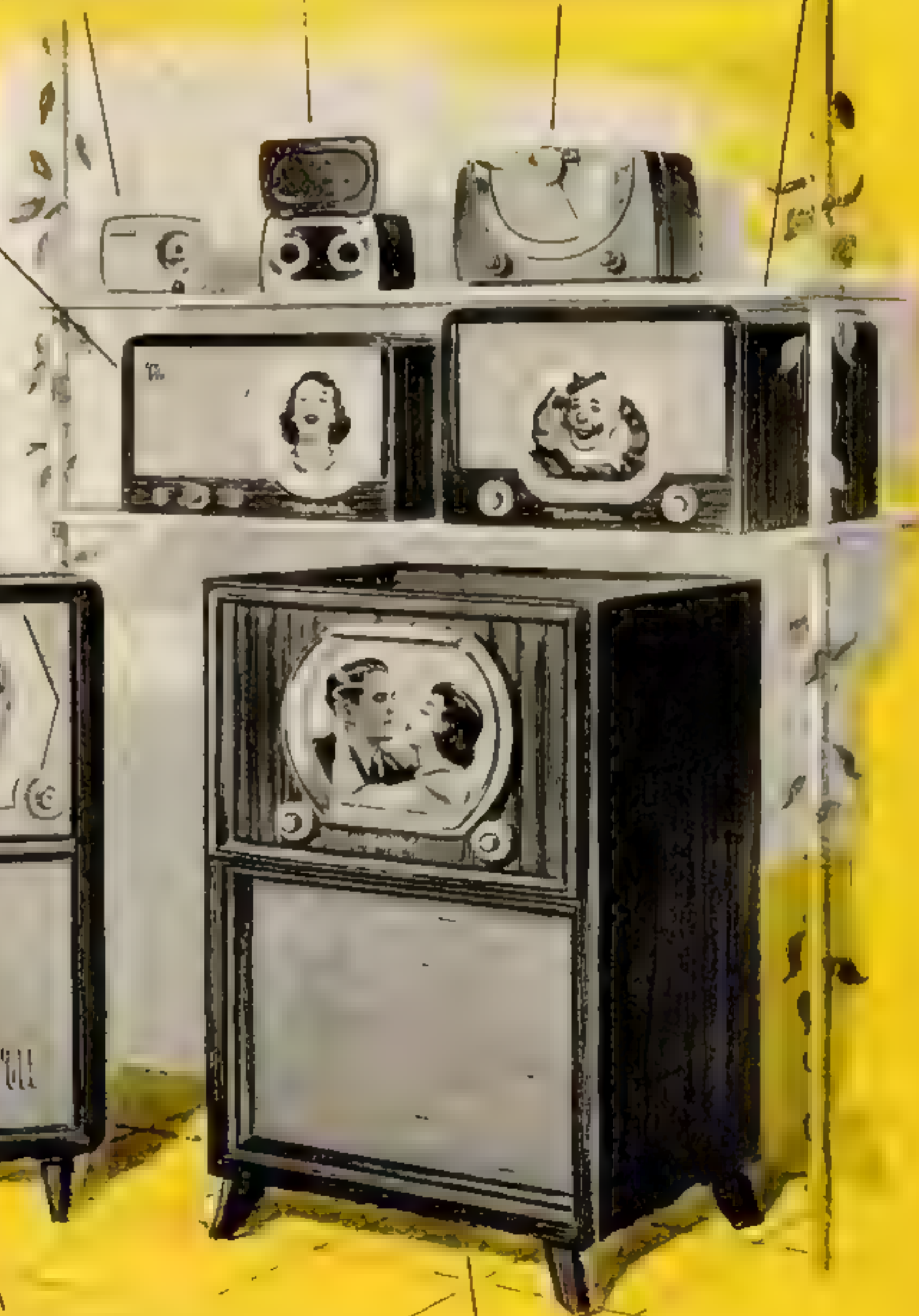
... gives BIGGER picture without distortion. BILT-IN-TENNA ... no installation in "good signal" areas. TARGET TUNING locks picture and sound "on-the-beam." MODEL 10VT24

TINY TABLE RADIO • 6 "DECORATOR" COLORS

Compact, yet delivers full, rich tone. Built-in "Aerovane" loop antenna. Selectivity that knifes thru local stations to bring in distant ones. Low priced, too! MODEL 59R11

FM-AM TABLE RADIO • SUPERB!

FM rich and clear and true-to-life ... kept constantly in tune by exclusive "radar-type" FM tuner "Sweep Station" dial for easy tuning. Golden Voice AM performance. MODEL 79XM21



FULL-SIZE CONSOLE • SENSATIONAL "BUY"

All wood mahogany cabinet. 10 in. BROADVIEW screen. Automatic Gain Control guarantees "NO FADE" pictures. Only 2 dual controls. An unequalled television console value. MODEL 10VK22

BIG SCREEN TELEVISION AT ITS BEST!

12½ in. BROADVIEW screen gives over 25% more picture area than standard rectangular screen ... without distortion. Value-packed with new TV features. Hand rubbed mahogany or lined oak cabinet. MODEL 12VK11



Motorola

See your classified directory for your nearest Motorola dealer. Prices and specifications subject to change without notice.

INC • 4545 AUGUSTA BLVD • CHICAGO 51, ILL.

MANUFACTURERS OF TELEVISION • RADIO FOR HOME AND CAR • FM 2-WAY RADIO COMMUNICATIONS SYSTEMS

American Firsts



NESBITT'S is made from California Valencia oranges by craftsmen who take pride in producing an orange drink that's delicious, pure and thirst quenching. Ask for Nesbitt's Orange Drink by name. Buy 6 bottles today!



Free...
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Over 25 delicious original
orange recipes. Send 6¢
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MADE FROM Real ORANGES

LIFE'S REPORTS



IN HIS HOSPITAL BED Hendrix receives the parachutist's badge for which he made his amazing jump.

1,000-FOOT PLUNGE

An unbreakable sergeant
tells how it feels to fall
with a collapsed parachute

by **MAGRUDER DOBIE**

How does it feel to fall 1,000 feet with a collapsed parachute? How does it feel to hit the ground then? Master Sergeant James R. Hendrix of Lepanto, Ark. knows.

To get the worst over first: Did it hurt?

Testifies Sergeant Hendrix: "I reckon it did."

He fell into national celebrity when he survived such a drop last month during a practice jump at Fort Benning, Ga. Harry S. Truman solicitously received him at the White House afterward. Sergeant Hendrix was conducted into the presence by Elder Light-foot Solomon Michaux, Negro evangelist of the Church of God, who felt that Truman and Hendrix had something in common. "Mr. President," declared the evangelist, "it is my pleasure to bring together at this time two men made great . . . through the power of God. The first was our honorable President, who . . . won the November election over tremendous odds. The second was Master Sergeant James R. Hendrix . . . who by the power of God

Fast HELP for HEADACHE



BROMO-SELTZER

**FIGHTS HEADACHE
THREE WAYS**

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store, fountain or counter today. A product of Emerson Drug Company since 1887.



**Beauty on both sides
with triple warmth!**

Sparkling Parawill shell, glowing sun-red quilted lining . . . famous Intercal interlining for sub-zero warmth! It's the winter "Silver King" by Grais, available in 4 colors: silver, green, wine, bark. Retailers about \$22.50. Write for dealer's name.

RUBIN GRAIS & SONS, Chicago 6, Illinois



CONTINUED ON PAGE 21



"I was all at Sea!"

"Trying to satisfy all of my
choosy crew—breakfast was an
impossible job—till I discovered
Post-Tens. What a bargain in
breakfast harmony that wonder-
ful cereal assortment is! Now
Jean can have Post Toasties,
for I can have Post-Tens, for I can

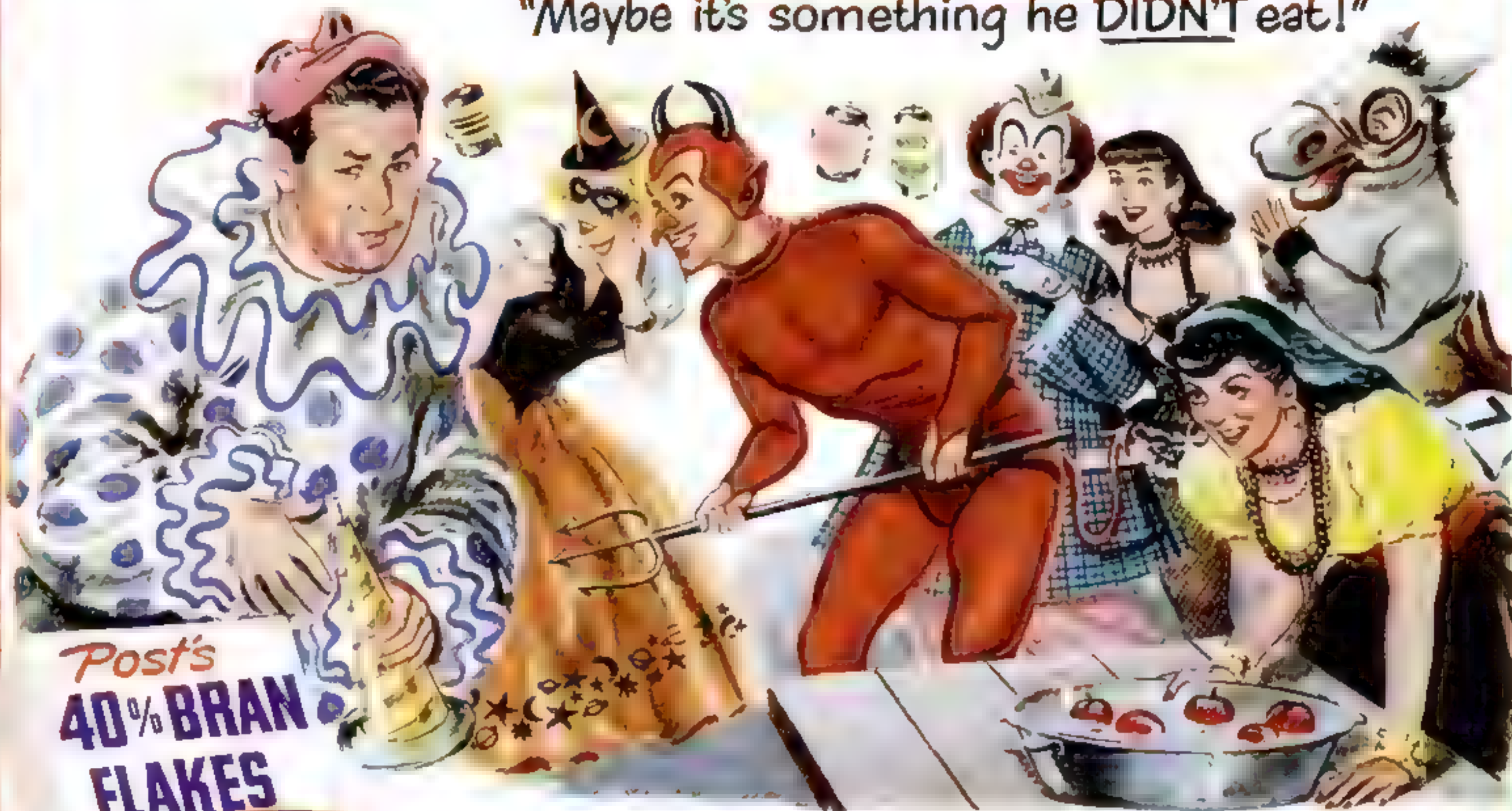
days running and then do a
quick switch to Grape Nuts
Flakes. Changeable Jack can
treat himself to a different
cereal every day in the week.
And with Dad satisfied, too.
It's no wonder I've become a
permanent Post-Tens booster.



7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES

3 Post-Tens	1 Grape-Nuts
2 Grape-Nuts	1 Raisin Bran
1 Grape-Nuts	1 Rice Toasties
1 Grape-Nuts	1 Grape-Nuts Flakes

"Maybe it's something he DIDN'T eat!"



Post's
40% BRAN
FLAKES



It's nothing to clown about. Maybe
that dull, heavy feeling does come from
irregularity due to lack of bulk in your
diet. You should know about the
"ounce of prevention" in every serving
of Post's 40% Bran Flakes—the cereal
that gives you the 3 extra keep-fit

benefits: (1) Bran to help prevent ir-
regularity due to lack of bulk in the
diet. (2) Whole wheat values of these
essential B vitamins: thiamine and
niacin. (3) Good source of these im-
portant minerals: phosphorus and
iron. Imagine all that and tempting

flavor too! Folks eat these wonderful
golden-toasted flakes just because
they taste so good. So ask your grocer
for Post's 40% Bran Flakes in the
large economy size package. Start the
day bright with America's largest-
selling bran flakes.

Products of
General Foods

LIFE IS SWELL—WHEN YOU KEEP WELL!

Bread and cheese—company style

with Borden's Chateau*—for Real Cheese Zing!



When you get tired of everyday foods...

When you want a dessert that folks won't forget, just finish off the meal with these two great cheeses:

Lusty, lordly **LIEDERKRANZ BRAND CHEESE** with its rich, full-bodied flavor, is an all-time favorite with men. (Help yourself first!)

Delicate, creamy-hearted **MILITARY**

BRAND CAMEMBERT has a subtle flavor like no other cheese you know!

Food-lovers' cheeses, these . . . and Borden's makes them for you to enjoy as often as you please. For dessert or evening "snacking" (Both cheeses are best when the centers are soft and creamy-yellow.)

ELSES BAKED CHEESE SANDWICHES

Hearty and nourishing—and rich with Chateau's melted cheese goodness!

8 slices bread
2 2-oz. cans deviled ham
12 slices cut from 2-lb. loaf Borden's Chateau (about $\frac{3}{4}$ lb.)
1 egg, well beaten

$\frac{1}{4}$ cup milk
 $\frac{1}{2}$ teaspoon Worcestershire Sauce
 $\frac{1}{2}$ teaspoon salt—dash of pepper
4 slices tomato or 4 tablespoons chili sauce or ketchup

Make 4 sandwiches with deviled ham and 2 slices of Chateau for each. Combine egg, milk, and seasonings. Dip sandwiches in mixture, and place in greased 8-inch square baking dish. Top with remaining slices of cheese. Bake in moderate oven (375 F.) about 20 minutes. Top each sandwich with tomato slice, or tablespoon of chili sauce or ketchup and bake 5 minutes more.

"I'd dearly love to be on hand," says Elsie, "when folks at your

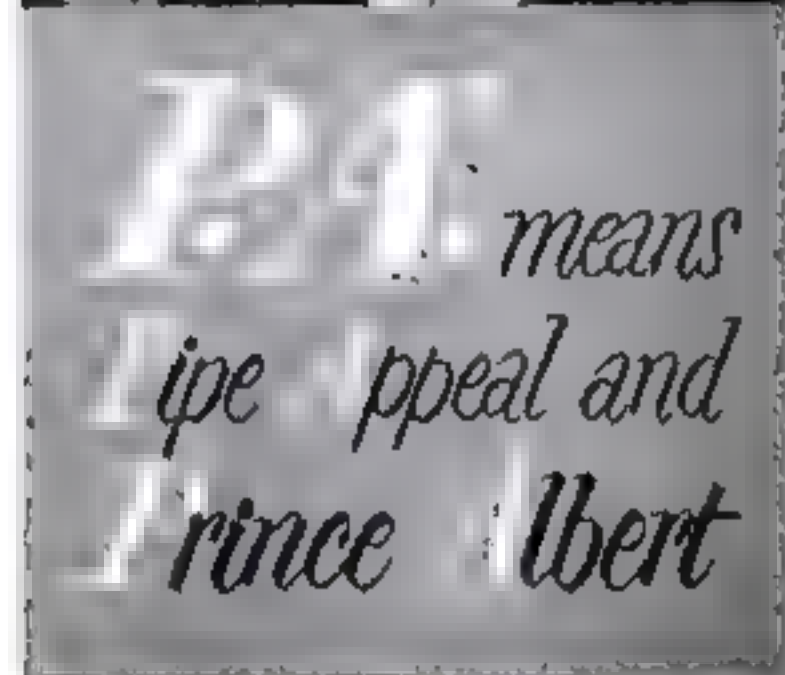
table discover the rich, mellow, tangy zing flavor of Borden's Chateau—this good cheese dish."

"No other cheese today just can't match the zip—the firm, smooth-melting texture of Chateau. It makes most every dish you make with cheese taste better. It's grand for snacks and lunch-box sandwiches, too.

"Do get Chateau. You'll like it! $\frac{1}{2}$ -lb. package (plain or pimento) or 2-lb. loaf at your store."

Borden's Fine Cheeses

Folks who know cheese say "BORDEN'S, please!"



● You can tell by the ladies' admiring glances when a man has Pipe Appeal. And you can tell by his contentment that he has that pipe packed with mild, rich-tasting Prince Albert! That choice, crimp cut tobacco is specially treated to insure against tongue bite. Get P.A. — and see why it's America's largest-selling smoking tobacco!

R. J. Barnolds Tobacco Co., Winston-Salem, N. C.



THE NATIONAL JOY SMOKE

LIFE'S REPORTS CONTINUED

survived an uninterrupted fall of 1,000 feet... the second miracle of the 20th Century. Your election was No. 1."

The President had received Hendrix before, in 1945. On that occasion the President bestowed on Hendrix a Medal of Honor for capturing two gun crews, silencing two machine guns and rescuing three wounded men under heavy fire in the Battle of the Bulge. Hendrix and his parents had been in the newspapers just the day before: a Washington hotel had refused to serve them dinner on the ground that the hero's father wasn't wearing a necktie or jacket.

The elder Hendrix survived this treatment as unscarred as his freckle-faced son seems to survive almost every blow from man and nature. The son has had bullets through his helmet, his jacket, his sleeve, his shoe. He has hit an auto with a motorcycle. He has hit a truck at 60 mph in a jeep. And last month he hit the ground from 1,000 feet straight up. This is approximately the altitude of the Chrysler Building in Manhattan.

Hendrix never lost consciousness. He was probably traveling 30 mph when he hit. (His parachutes, though collapsed, did create somewhat of a drag. If he had dropped in a vacuum, his theoretical speed at contact with the ground would have been 172 mph. Such variables as the wind, his own shape and his movements in the air would help determine his speed outside a vacuum, but it would have been possible for him to attain 120.) He broke no bones. Next day in the hospital he ran around his bed three times to prove to his wife that everything was really all right. The doctors examined him and examined him, and finally let him go.

When Hendrix jumped with the other paratroopers from his plane, a "Flying Boxcar," over Fort Benning, he carried full field equipment. He weighs about 140 pounds. His equipment weighed about 45 pounds. The morning was warm and clear and nearly windless.

"I got off okay," related Hendrix, "but the prop blast turned me over horizontal with my head pointing toward the tail of the plane. When the main chute ripped open, the lines caught in the buckle of my boot. I reached up to untangle the lines. The chute collapsed. I began to fall like a rock. I heard one of the instructors on the ground yelling through the amplifying system, 'Number eight, kick your legs! Number eight, kick your legs!'

"I was number 15, not number eight. For a second I thought

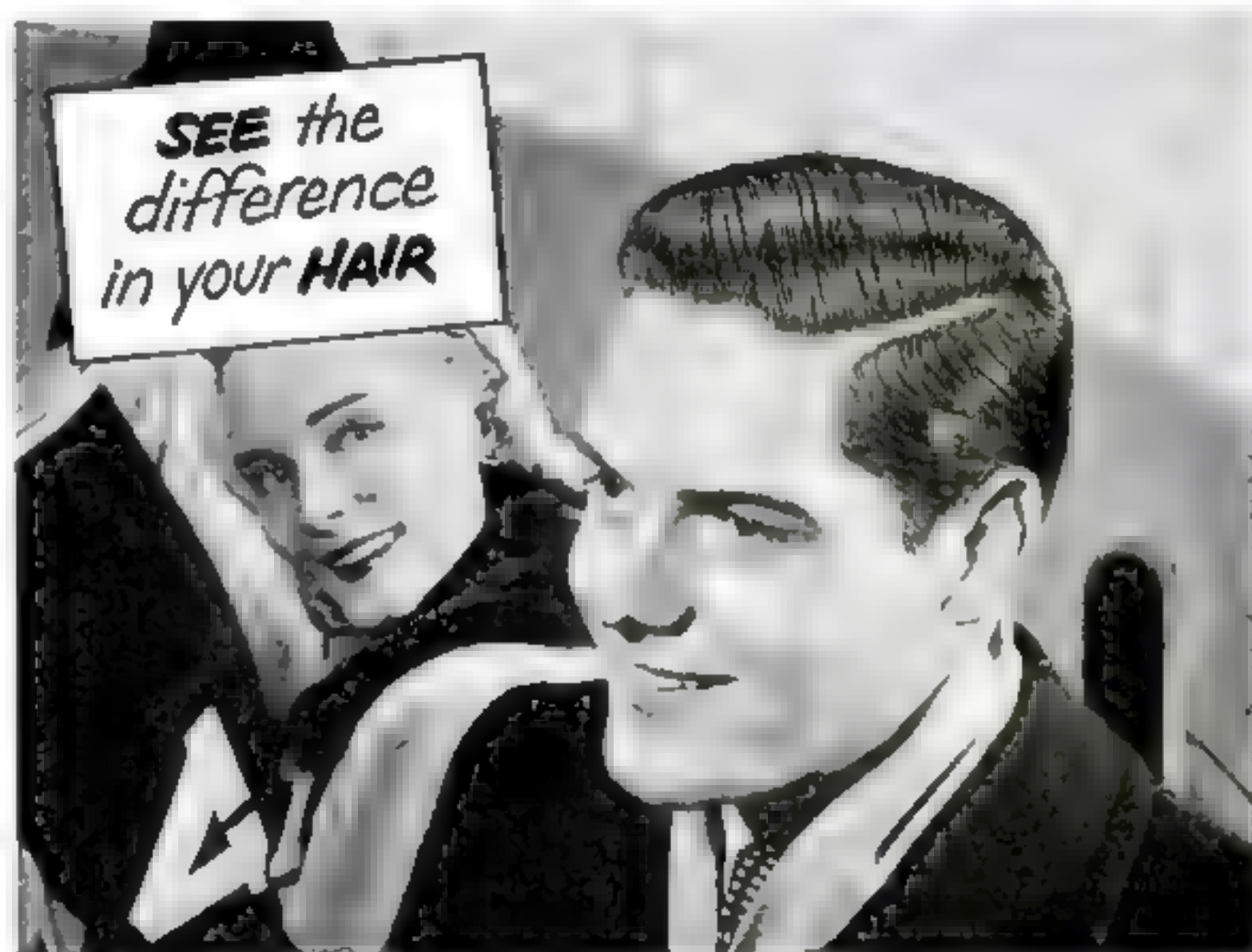
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Vitalis "LIVE-ACTION" care



What a wonderful wake-up glow in your scalp — when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" Nothing like 50-seconds' tingling massage with the active Vitalis formula to (1) stimulate your scalp (2) prevent dryness (3) rout flaky dandruff (4) help check excessive falling hair. Your scalp feels refreshed, invigorated. Then 10 seconds to comb and you're all set!

gives you HANDSOMER HAIR



Now see how much neater, how much handsomer your hair looks — set to stay that way all day! No "patent-leather" shine. Vitalis contains no greasy liquid petrolatum — just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter today.



P. S. Your barber knows how to give you a stimulating, refreshing Vitalis treatment for scalp and hair. Ask him for a professional application of "Live-Action" Vitalis.

In 4.7 Seconds A
Champion Rope Climber
Can Ascend 25 Feet
Using Hands Alone...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Millions of people use Bayer Aspirin for relief when they have an ordinary headache, neuritic or neuralgic pain. This is because Bayer Aspirin tablets start disintegrating with astonishing speed...are actually ready to go to work in *two seconds*. And these people know this is why Bayer Aspirin brings quick relief.

But important as *fast relief* is when you're in pain, there are also *other* reasons why Bayer Aspirin is the choice of so many people from coast to coast.

First, it's remarkably effective. Second, it's wonderfully gentle. In fact, Bayer Aspirin's single active ingredient is *so effective*, doctors regularly prescribe it for pain relief...is *so gentle* to the system mothers give it even to small children on their doctors' advice.

So don't experiment with drugs that have not stood the test of time. Whenever you have a headache, do as millions do—use Bayer Aspirin for fast, dependable relief. And when you buy, buy by name. Ask for genuine *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN



HENDRIX' PARENTS and their friend were refused dinner at a hotel because his father didn't wear a tie.

LIFE'S REPORTS CONTINUED

he meant someone else. I took another look at that 'chute trailing behind me, and I knew he meant me. I kicked my legs, but it didn't do any good.

"I began count: 'One thousand, two thousand, three thousand,' then I pulled the ripcord of my reserve parachute. The reserve 'chute opened. Then it tangled in the first one. It began winding around my body."

The reserve 'chute trailed behind him like a plume.

None of the instructors had ever told Hendrix what to do in a situation like this. He understood why. Nothing could be done.

"A long time ago, during the war," says Hendrix, "I told my wife that if anything ever happened to me, she should go into the City Cafe in Lepanto and order a bottle of Budweiser and drink it for me.

"Well, for a flash I saw the cafe with the white tables, the counter with the sugar bowls and the half-filled bottles of ketchup, the door opening, and my wife walking in. She had a strange, blank expression on her face."

Then the lines of the paratroopers' song ran through his mind:

*Blood on the risers,
Brains on the 'chute,
Entrails a-dangling
From his parachute,
Glory, glory what a hell of a way
to die.
He ain't gonna jump no more.*

"It seemed to me like I repeated the chorus at least 10 times," Hendrix says. "Then I got mad. I knew I was going to get killed, and I wanted to be finished with it. The fall was taking too much time."

Then it occurred to him: *My face is gonna look awful smashed in when they lay me in the coffin.* "So I grabbed my legs and doubled up like a V, with my rear end pointing to the ground.

"I was tense and ready to die when I suddenly remembered the canteen on my hip. It would dig right through my body. I

All-day WAISTLINE COMFORT

even when you sit, stoop, bend



Every time you sit, stoop, or bend, your waistline expands 1/2 to 3 inches.

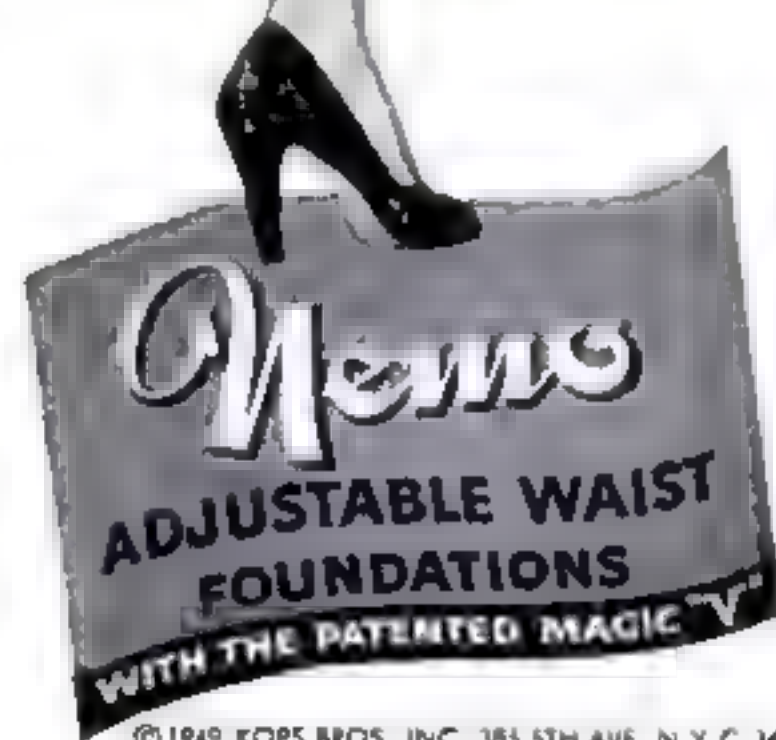
So — get into a Nemo Adjustable

Waist! Its elastic Magic "V" self-adjusts to that inevitable spread,

slimming you into "Visible Beauty,

Invisible Comfort." Balis'e, Nylon, satin.

At all good stores. From \$7.50.



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CONTINUED ON PAGE 36

In so many married
women's lives
there is a
reckless
moment!

COLUMBIA
PICTURES
presents

James
MASON
Joan
BENNETT

The Reckless Moment

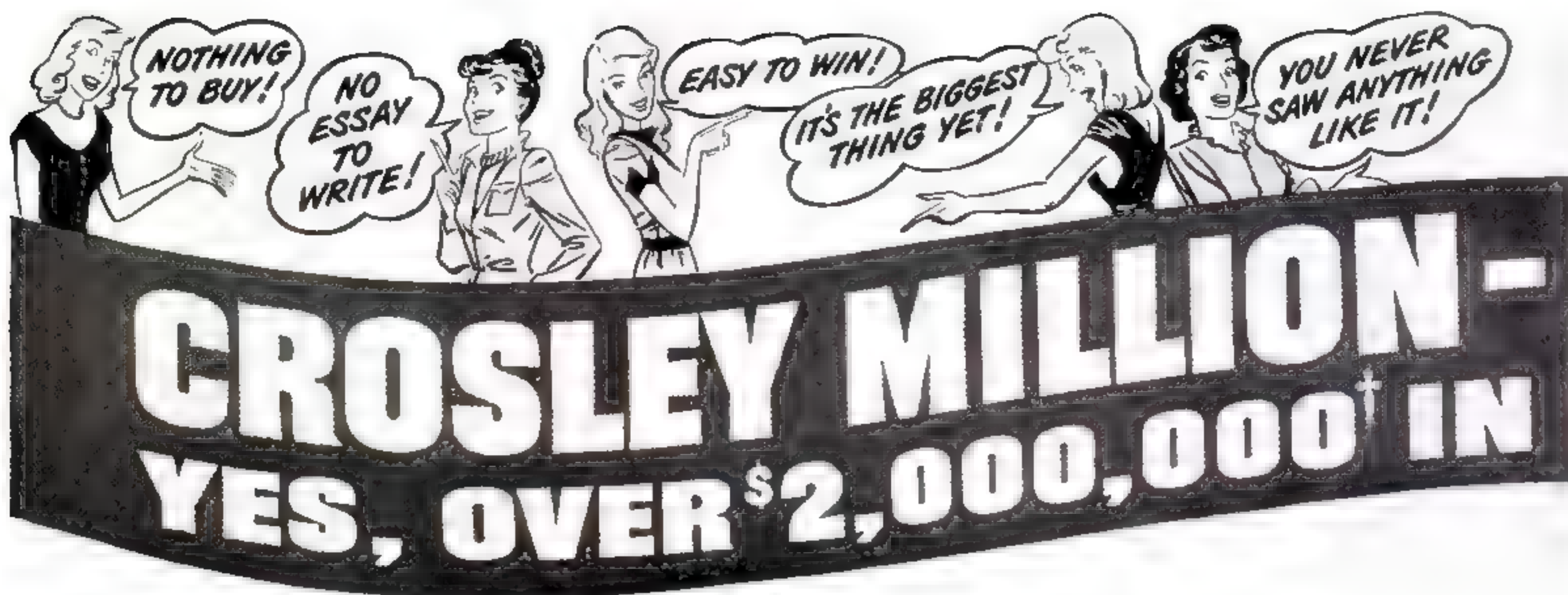
with

GERALDINE BROOKS

• Screen Play by Henry Garson
and Robert W. Soderberg

• Based upon a Ladies' Home Journal
story by Elisabeth Sanxay Holding

Directed by MAX OPULS
Produced by **WALTER WANGER**



IT'S AS SIMPLE AS THIS:

Just tell us a good reason why we should give you a new 1950 Shelvador* Refrigerator! For instance, your reason might be something like this:

"The stork just brought triplets to our house — need I say more? That Shelvador door would look wonderful holding bottles of formula for three hungry mouths, and maybe some pop for Pop! And I like that big frozen food locker!"

OR THIS

"My wife injured her back in an automobile accident several months ago and it is very difficult for her to bend over to get food out of our old refrigerator. The new Shelvador, which puts everything within easy reach, would be a blessing to her."

OR ANY GOOD REASON OF YOUR OWN THAT YOU WANT TO GIVE!

BIG DOUBLE-BARRELED CONTEST GIVEAWAY!

Over 6,500 Brand New 1950 Custom Model Shelvador Refrigerators

A double chance to win! First—a local contest, designed for you and your own friends and neighbors, and judged by local judges right in your own community! All you have to do is write on the red Local Entry Blank in 50 words or less, why

you believe Crosley should give you a beautiful new 9-cubic-foot Shelvador Refrigerator. By winning you will get a new 1950 Shelvador Refrigerator to be awarded by your local Crosley Dealer and delivered right to your home!

\$27,500 IN CASH... 25 COMPLETE CROSLEY ELECTRIC KITCHENS... AND 100 NEW 1950 SHELVADOR REFRIGERATORS!

Second—a National Contest, in addition to and separate from the over 6,500 local Crosley Dealer contests, where the same words you write for the Local Contest (or an entirely

different entry if you prefer) may be submitted on the green National Entry Blank and compete for the Grand Prizes of cash, kitchens and new Shelvadors to be awarded by Crosley!

1st PRIZE—\$10,000 in cash and a complete CROSLEY KITCHEN plus \$300 in cash toward installation

2nd PRIZE—\$5,000 in cash and a complete CROSLEY KITCHEN plus \$300 in cash toward installation

3rd PRIZE—\$2,500 in cash and a complete CROSLEY KITCHEN plus \$300 in cash toward installation

4th PRIZE—\$1,500 in cash and a complete CROSLEY KITCHEN plus \$300 in cash toward installation

5th PRIZE—\$1,000 in cash and a complete CROSLEY KITCHEN plus \$300 in cash toward installation

NEXT 20 PRIZES Complete Crosley Kitchens plus \$300 in cash toward installation

NEXT 100 PRIZES 1950 Shelvador Model CB-9, 9-cubic-foot Refrigerators.

Each of these 25 Crosley Electric Kitchens has a retail value of about \$1500 and includes: A 1950 9-cubic-foot Model CB-9 Custom Shelvador... Model DE 129 Crosley Electric Range... 3.2 cubic-foot Model HF-1346 Crosley Kitchen Freezer... 40-gallon table-top custom Model CMT40DE Crosley Electric Water Heater... Model CKD25 Crosley Kitchen Disposer... 48-inch Model CST4800 Crosley Cabinet Sink... and base and wall steel cabinets to a maximum retail value of \$350.00.

HURRY! SEE YOUR CROSLEY DEALER FOR FREE ENTRY BLANKS!



DOLLAR GIVEAWAY CASH AND VALUABLE PRIZES!

THE 1950 CROSLEY GIVES YOU
NEW SPACE MORE SPACE
ALL AT THE "CONVENIENCE LEVEL"

New **WORKSAVER SHELVA**DOR gives you
MORE SPACE in same size cabinet. **EASY to REACH—**
EASY to USE—No stooping clear to the Floor!



NEW Extra front-row space in this marvelous new Shelvador! Recessed in the door! Adds almost 1½ cubic feet of space, without taking any space from inside cabinet!



NEW "ButterSafe"—a separate insulated compartment with separate automatic control! Keeps a full pound of butter at consistency you like for spreading! Lifts out for easy cleaning!



NEW Convenient level of Crosley's lowest shelf! Added space that's easy to reach without stooping or straining!



NEW Freezing compartment with shelf maintained at sub-zero for your own quick freezing! Holds up to 53 lbs. of frozen foods!



NEW And more divinely beautiful than ever and at a new lower price too! You have to see it to believe it! Only Crosley gives you the Shelvador—truly the world's most convenient refrigerator. See it at your Crosley Dealer's TODAY.



The new 1950
Model CB-9
9 Cubic Feet Capacity

GET THE ENTRY BLANKS FROM CROSLEY DEALERS—Remember, you can enter both the Crosley Local Dealers' Contest and the Crosley National Contest with the very same answer if you like. But these answers **MUST** be written on the official Crosley Entry Blanks. So get the two blanks, red and green, from Crosley Dealers. Then mail or return the red blank to the dealer ... and mail the green blank to Betty Olson,

Director of Home Economics, Crosley Division, Avco Manufacturing Corp., Box 1938, Cincinnati, Ohio.

IF YOU BUY AND THEN WIN—YOU GET A REFUND! If you buy a new 1950 Crosley Refrigerator during this contest and win one as a prize either in national or local contests ... you may elect to accept the retail price of the prize refrigerator in cash.

CROSLEY



Better Products for Happier Living

Shelvador® Refrigerators ... Farm and Home Freezers ... Electric Ranges ... Electric Kitchens ... Steel Cabinets ... Sinks ... Electric Disposers ... Electric Water Heaters ... Radios ... Radio Phonographs ... Television and of course, they're electric!

† Based on manufacturer's suggested retail prices

* Made only by Crosley, T. M. Reg. U. S. Pat. Off.

HERE'S ONE CONTEST THAT'S REALLY EASY!

JUST FOLLOW THESE SIMPLE RULES—

1. In 50 words or less, write your reason or reasons why you should give you a new Shelvador refrigerator. Write your reasons in the space provided on the Entry Blanks—the red Entry Blank for the Crosley Local Dealers' Contest, the green Entry Blank for the Crosley National Contest.
2. Participants may enter both the Crosley Local Dealers' Contest and the Crosley National Contest. However, participants may submit only one entry in only one of the Crosley Local Dealers' Contests, and the participant may submit only one entry in the Crosley National Contest.
3. Both of the Entry Blanks to be obtained at no cost from Crosley Appliance dealers. The green Entry Blank for the National Contest from any Crosley Dealer; the red Entry Blank from the local Crosley Dealer conducting a local contest.
4. Any resident of the continental United States may compete. Employees of the Crosley Division of the AVCO Manufacturing Corporation, retail dealers of Crosley appliances, wholesale distributors of Crosley appliances, their advertising agencies and their families. Contest subject to all federal, state, and local regulations.
5. All entries on the red Entry Blanks for the Crosley Local Dealers' Contest must be delivered before December 1, 1949, to the Crosley Dealer from whom the entry was obtained.
6. All entries on either the red blank for the local contest or the green blank for the national contest that are mailed, must be postmarked before midnight, November 30, 1949.
7. Mail or deliver in person your red Entry Blank for the Crosley Local Dealers' Contest to the Crosley Dealer from whom the Entry Blank was obtained. Mail the green Entry Blank for the National Contest to Betty Olson, Director of Home Economics, Crosley Division, AVCO Manufacturing Corp., Box 1938, Cincinnati, Ohio.
8. Entries will be judged and prizes will be awarded for originality, sincerity and aptness of thought. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents and ideas therein become the property of the Crosley Division, AVCO Manufacturing Corporation.
9. All winners will be notified by mail, phone or telegram. A list of the winners of the Crosley National Contest will be available on request from Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio, approximately two months after the close of the contest.

This Contest is easy and FUN! **DON'T WAIT — ENTER TODAY!**

NEW STYLES IN HEARING

End Fears of Embarrassment



Leo of Primrose House, fashionable Park Avenue, New York, coiffeur, demonstrates how Sonotone can be worn invisibly with the new hair-dos. Nothing shows in the ear. And in street costume or even in low cut evening gowns, a Sonotone can be completely hidden.



This unretouched photo shows Sonotone's "Out-A-Sight". Can you see anything in her ear? (Below) Sonotone Hearing Circlet rests behind the ear under the hair, with nothing at all in the ear.



He hears naturally, looks natural, with inconspicuous Sonotone "Out-A-Sight".



YOU WON'T SEE five times as many Sonotones worn today as a few years ago—because they can't be seen. They are all about you, everywhere you go—but designed so cleverly today that they are invisible on women and quite inconspicuous on men.

This new design is one of Sonotone's typical contributions to the progress of better hearing. As Sonotone well knows, better hearing is not merely a matter of making a good hearing aid... but of getting people to wear it!

There are thousands upon thousands of women already made sensitive by poor hearing, who had rather not hear at all than be seen wearing a hearing aid. So Sonotone's research men designed a new hearing aid that required no "button" in the ear, so that today hearing and style go hand in hand.

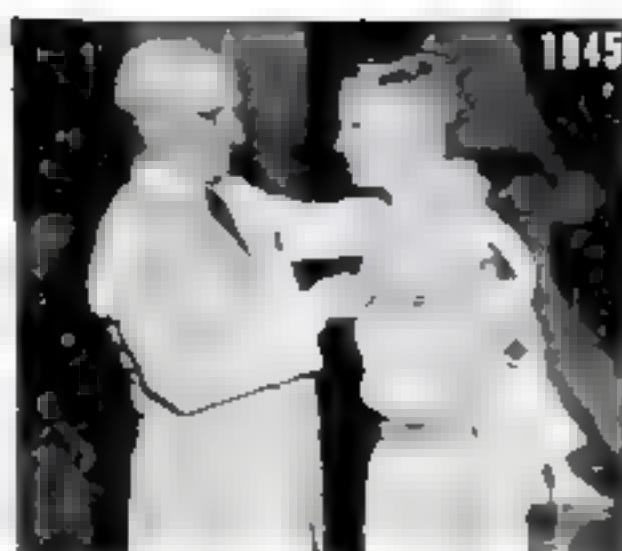
Tens of thousands of women wearing Sonotones achieve this miracle of invisibility each day and evening. But the notable improvement in their appearance is a new glow of understanding, a reborn grace and confidence that proclaims easy hearing and renewed pleasure in living. You can really see the lines of worry and strain fade away from the faces of new Sonotone users!

Today's wonderful line of Sonotones can bring hearing to almost everyone not totally deaf. Phone books across the country list responsible, trained, permanent local Sonotone Consultants. Call the nearest Consultant to discuss your hearing without obligation, or write to Sonotone, Elmsford, New York.

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SONOTONE

First in Hearing!



FIRST MEETING with Truman was when Hendrix received Medal of Honor after the Battle of the Bulge.

LIFE'S REPORTS CONTINUED

was busy trying to unhook it when I hit."

He believes that his brief concentration on the canteen relaxed him and may have been what saved his life. He landed in a ploughed field and made a hole approximately 2½ feet deep.

"The first thing I felt," says Hendrix, "was my stomach trying to push through the top of my head. Then I felt that someone was trying to shove a couple of feather pillows down my throat. I couldn't get my breath. I beat my back against the side of the hole, and I finally got my wind.

"There was no sharp pain, but I began to feel dizzy and very weak. I remember fighting to keep from passing out. I thought that I was dying, and that if I blacked out I'd never come to. Then the crowd began to gather. Everyone wanted me to lie down on my back.

"All the way to the hospital I kept moving my arms and legs and raising up on my elbows, just to stay awake."

At the hospital the doctor asked, "Did this man fall from the tower?" (The paratroopers' practice tower is 250 feet high.)

"No, Doc, he didn't—he fell from the plane," someone answered.

"I see. Probably opened his reserve 'chute too late?"

"Not that. Nothing opened."

"Something must have. This man is alive."

Sergeant Hendrix raised up on his elbow. "The ground opened, Doc," he said.

The patient was found to be suffering only from mild shock.



SECOND MEETING came after plunge, when Elden Michaux introduced two "miracles" to each other.

America's Busiest Building Material



Busy because it's better and so versatile. Finish attic, basement, or any room with big, kick-proof plywood panels. Build rigid, tight, durable form structures... modern, streamlined homes... fences, breezeways, enclosures. No other building material does so many jobs so well!

Versatile is the

Word for Plywood!

Is yours a suburban ranchette... a city apartment... a home on the farm? No matter, Versatile plywood can help you better your living. Douglas fir plywood is real wood in large panel size—light, strong, rigid, kick-proof, split-proof. You can "work" plywood with ordinary, everyday tools. It's easy to finish with the new light stains, with paint, with enamel or wallpaper.

Your local retail lumber dealer has fir plywood for every job—waterproof EXTERIOR for outdoor and marine uses; INTERIOR for all inside applications. See him today! For booklet "1000 Uses for Douglas Fir Plywood", send 10c to Douglas Fir Plywood Association, 504 Tacoma Bldg., Tacoma 2, Wash.

Douglas Fir Plywood

THE REAL WOOD
OF THE WEST
IN LARGE, LIGHT,
STRONG PANELS



PRICES SHARPLY REDUCED
AND NOW EVERY LUMBER DEALER HAS IT AGAIN!



Imagine Bermuda's shimmering blue water . . . a red surfboard . . . and me drifting and dreaming of romance. Imagine! a real, live man suddenly popping up to kiss my hand! His excuse? He thought he knew me. H-m-m!

I read the back label on my Jergens Lotion bottle . . . but there's no mention of it working under water, too! Could be, men *anywhere* notice how soft Jergens Lotion keeps your hands! Anyway I dashed down to Hamilton to buy another bottle — just to be sure!

I'm sure those rustling leaves still gossip about *that* night in the garden at the Princess Hotel. He kissed my hand *again* . . . held me close . . . and kissed me! (If you know about a small apartment, let us know!)



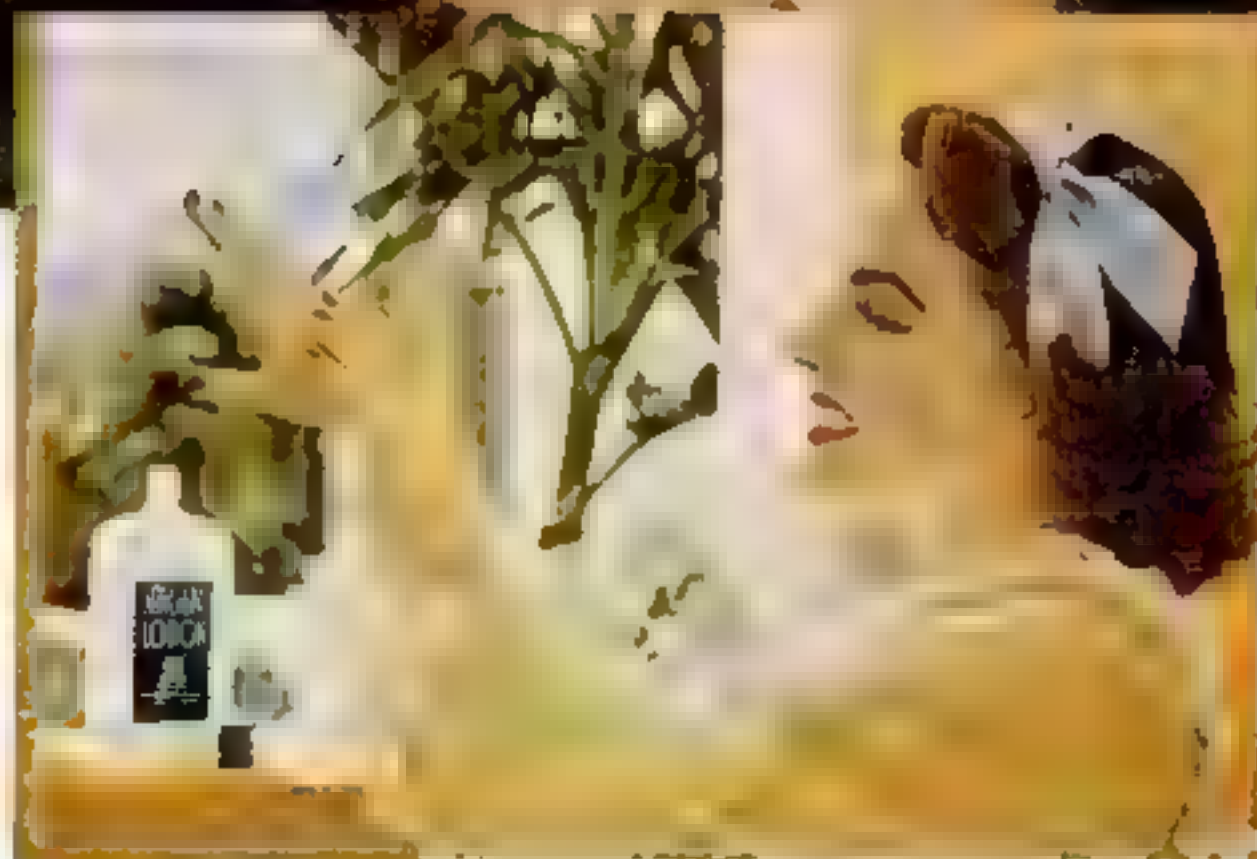
Jergens Lotion

For soft, smooth, romantic hands

Used by More Women than any other
Hand Care in the World.

The skin on your hands needs the protection that a liquid can give. Being a liquid, Jergens Lotion quickly furnishes the softening moisture thirsty skin needs.

Two ingredients many doctors use for skin-smoothing are in today's richer-than-ever Jergens Lotion. Never oily or sticky. Still 10¢ to \$1.00 plus tax.



**"My Proctor rates
an Oscar for
perfect toast!"**

Says
YVONNE DE CARLO
starring in
"THE GAL WHO TOOK THE WEST"
Color by TECHNICOLOR
A Universal-International Picture



At breakfast in her Hollywood home, beautiful, talented Yvonne De Carlo awards her highest praise to the expert toast-making of her handsome Proctor Custom Toaster.

Leading stars of Hollywood echo this verdict. Designed by a

famous stylist to grace the finest homes, its amazing "Color Guard" control toasts to perfection to suit every toast taste...light, golden or dark. This unique control is so accurate that the Proctor Toaster can be used to re-warm toast without danger of over-browning it.



Here is a "close-up" of Miss De Carlo's Proctor. Note the distinguished simplicity of its design, set off by the narrow band of delicately chased ornament...the crystal plastic handles...easy to keep sparkling.

Not shown is the concealed sliding crumb tray that slides out like a drawer...or the accurate, silent Proctor "Color Guard" control that actually measures bread temperature to assure perfect toast timing, whether bread is moist or dry...the quiet cushioned "pop-up"...rugged heating element.

A wide range of color settings, instantly controlled, enables you to enjoy toast just as you like it. Note the beautiful blue-and-gold package that so greatly enhances this toaster as a gift. See it at Proctor Dealers now. Price \$22.50 Fed. tax incl.

Also see the Proctor Standard Toaster with similar fine features at only \$15.95, Fed. tax incl.

Proctor Electric Company, Philadelphia 40, Pa.

Choice of Hollywood Stars!

PROCTOR®



"COLOR GUARD" TOASTER



ELECTRIC BLANKET



CHAMP ON IRON



NEVER LIFT IRON



HI-LO IRONING TABLE

CONTENTS

THE WEEK'S EVENTS

BATTLE FOR PENSIONS WAXES HOT IN CALIFORNIA.	41
EDITORIALS: PRESIDENT TRUMAN	
SENATOR TAFT	46
HAILE SELASSIE'S GRANDSON CAPTIVATES LONDON	47
AN OLD BATTLE CRY RALLIES ADMIRALS	48
WHOOPS, OOPS AND WHOOSH	50
EXHIBITIONISTS TAKE OVER SERIES OPENER	52
CASE OF THE SILENT BOXERS TURNS UP SOME SCANDALS	64
BARBERSHOP WAR SPLITS HOLLYWOOD	153
SEQUEL: YOUNG MURDERER GOES BACK TO PRISON FOR GOOD	165

CLOSE-UP

JACQUES FATH: DESIGNER FOR AMERICANS, by ROBERT COUGHLAN . .	81
--	----

PHOTOGRAPHIC ESSAYS

GOLDEN AUTUMN	94
REPORT ON COMMUNIST SHANGHAI	129
PHOTOS BY HENRI CARTIER-BRESSON	
TEXT BY ROBERT DOYLE	

MEDICINE

BREATHING BY ELECTRICITY	71
------------------------------------	----

TELEVISION

WYNN TAKES ON TV	74
----------------------------	----

EDUCATION

PRINCETON "CHANNEL SWIMMER"	101
---------------------------------------	-----

SCIENCE

BABY INSTRUCTS A CLASS	105
----------------------------------	-----

MOVIES

LADIES, WHAT WOULD YOU DO	112
-------------------------------------	-----

MODERN LIVING

AN EVENING BY AIR	123
-----------------------------	-----

SCULPTURE

RELIGIOUS ART	144
-------------------------	-----

THEATER

BROADWAY, THE FABULOUS INVALID, GETS WEAKER	159
---	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	8
SPEAKING OF PICTURES: SPECTACULAR TIGHTROPE WALKERS	22
LIFE'S REPORTS: 1,000-FOOT PLUNGE	28
LIFE CONGRATULATES	59
LIFE GOES TO A \$50,000 PARTY	170
MISCELLANY: MOHAMMED'S MUSTACHE	79
PETULANT PACHYDERM	174

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LIFE'S COVER

Jeanne Crain has been a full-fledged star in Hollywood since 1946, when at the age of 21 she played the title role in *Margie*—a sweet, teen-age girl who was continually losing her bloomers. Since then she has been appearing as the same sweet young girl in picture after lighthearted picture in which she kept losing (but always regaining) a boy friend or a husband. In private life she has a husband and two sons, and in her newest picture she has been given for the first time the part of a woman wrestling with serious grownup problems (pp. 112-115).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER: © ARNOLD NEWMAN

16 BOB LANDRY	MAGNUM, FRANCE-DIMANCHE—AGIP FROM B.S.
18—ROSS MADDEN FROM B.S. (DA WYMAN)	JOHN ROGERS
22, 23 HANS HUBMANN FROM B.S.	PIERRE BINE
24, 25—KARL BAYER	NINA LEEN—ACME
26—U.S. ARMY PHOTO	30, 31 OLSON RUSSELL FROM MAGNUM
32—HARRIS & EWING	32 NICK DE MORGOLI FROM PIX
36—HARRIS & EWING—ACME	34 THROUGH 36 JACK BREED FROM F.P.G.
41 LOONIS DEAN, EDWARD CLARK	101, 102 THOMAS D. McAVOY
42—EDWARD CLARK—EXC. BY LY. DA WYMAN	105, 106, 111 MARTHA HOLMES
43—WAYNE MILLER, ROSA HARAVON, LOONIS DEAN—EDWARD CLARK	112, 113 ALLAN GRANT, 21TH CENTURY-FOX, PARAMOUNT PICTURES
44—CHARTS BY ANTHONY SODARO	114, 115 20TH CENTURY-FOX—EDWARD CLARK
45—EDWARD CLARK	116 H.G.M.
46—NINA LEEN	118—PARAMOUNT PICTURES
47 KEYSTONE	123 THOMAS D. McAVOY
48 ROBERT W. HELLEY EXC. BY LT. J. B. EYERMAN	124, 125 BERNARD HOFFMAN
49—U.S. ARMY SIGNAL CORP. PHOTO, H. G. WALKER	126 THOMAS D. McAVOY
50, 51 DOROTHY GUNN, NY. ACME—DOROTHY GUNN, BAY WHEELER FOR THE CHARLESTON DAILY MAIL, BILL CROUCH FOR THE OAKLAND TRIBUNE	129 THROUGH 142—CARTIER-BRESSON FROM MAGNUM
52, 53 BARNEY COWHERD	144, 145—HERBERT GEHR EXC. BY ST. KEON PHOTO SERVICE
54—A.P. EXC. BY NY. ACME	146—HERBERT GEHR
59—SCHREVEVER, SCRANTON, PA.—W.W. JERRY COOKE FROM PIX, A.P. MARTHA HOLMES—DAN WEINER FOR FORTUNE LARRY BURROWS, EILEEN DABBY FROM G.H. A.P.	149—T. DURLACHER GALLERY COURTESY MR. AND MRS. JOSEPH PULITZER JR.
60, 61 ACME, BY ED CARSWELL FROM G.H.	151 THROUGH 156—PHIL STERN
64 65—PHIL STERN TRENDS EXC. BY LT. JACK BIRNS	159—CHART BY ANTHONY SODARO, LEONARD MCCOMBE
66 PHILIPPINE TRENDS	161, 162—LEONARD MCCOMBE, NINA LEEN
71 YALE JOEL	163, 164—BARNEY COWHERD—NINA LEEN, GEORGE KASLER FROM PIX
72—YALE JOEL EXC. DRAWING BY WILLIAM ULRICH	165—CARL IWASAKI EXC. BY ALLAN GRANT
74, 75, 76 DA WYMAN	166—CARL IWASAKI—ALLAN GRANT, CARL IWASAKI—ALLAN GRANT
78—IVAN DIMITRI COMBINE	169—CARL IWASAKI EXC. BY ALLAN GRANT
81 GORDON PARKS	170, 171—GEORGE SKADDING EXC. BY LT. H. G. WALKER
82, 83—HERBERT GEHR—DESMOND RUSSELL FROM	172, 173—H. G. WALKER EXC. BY T. GEORGE SKADDING
	174, 175, 176—CIVIL WIDANS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; C., COPY; GHT., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; F.P.G., FREE LANCE PHOTOGRAPHERS GUILD; G.H., GRAPHIC HOUSE, INT., INTERNATIONAL; W.W., WIDE WORLD; THE ASSOCIATED PRESS; S. EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



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This Sunday on

NBC

**U.S. Steel presents The Theatre Guild on the Air
production of "Coquette"**

starring Dorothy McGuire and Cornel Wilde

Here's another dramatic hit in *The Theatre Guild on the Air* season over NBC! Be sure to hear it Sunday evening, October 16.

As a Broadway smash hit, "Coquette" captivated the thousands who saw it. Brought to the screen, it entertained millions.

Now you—and all America's radio listeners—can enjoy this delightful and moving story... given new dramatic dimensions when Dorothy McGuire and Cornel Wilde star in "Coquette," this week's presentation of *Theatre Guild on the Air*.

COMING NEXT SUNDAY (Oct. 23)



Van Heflin and Celeste Holm in Pinero's "The Thunderbolt"—the play acclaimed by critics as containing one of the most thrilling dramatic scenes ever conceived!

Theatre Guild on the Air

Every Sunday at 8:30 pm EST on NBC

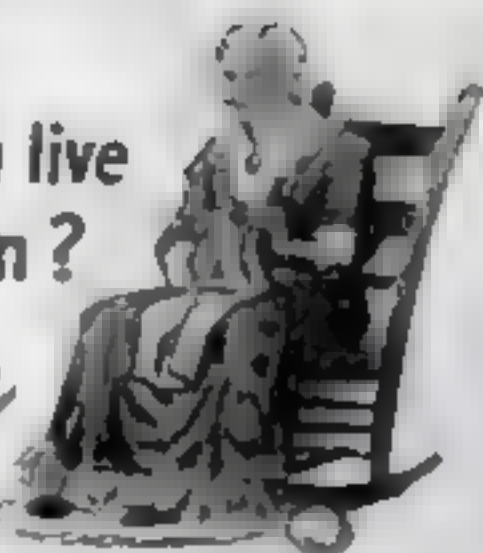
presented by U. S. Steel

.....
"You think I'm shallow and silly—but you'll see!"

Hear Dorothy McGuire in a role that will catch your heart—as the gay, flirtatious Southern belle, Norma Besant. And dashing Cornel Wilde is perfect as the hard-living outsider, Michael Jeffery—the only man Norma really loved... and couldn't have.



*Why
does McLain live
on my pension?
Help me
NOV. 8*



OPPOSENTS ANSWER THE PENSION POSTER AT RIGHT

THE BATTLE FOR PENSIONS

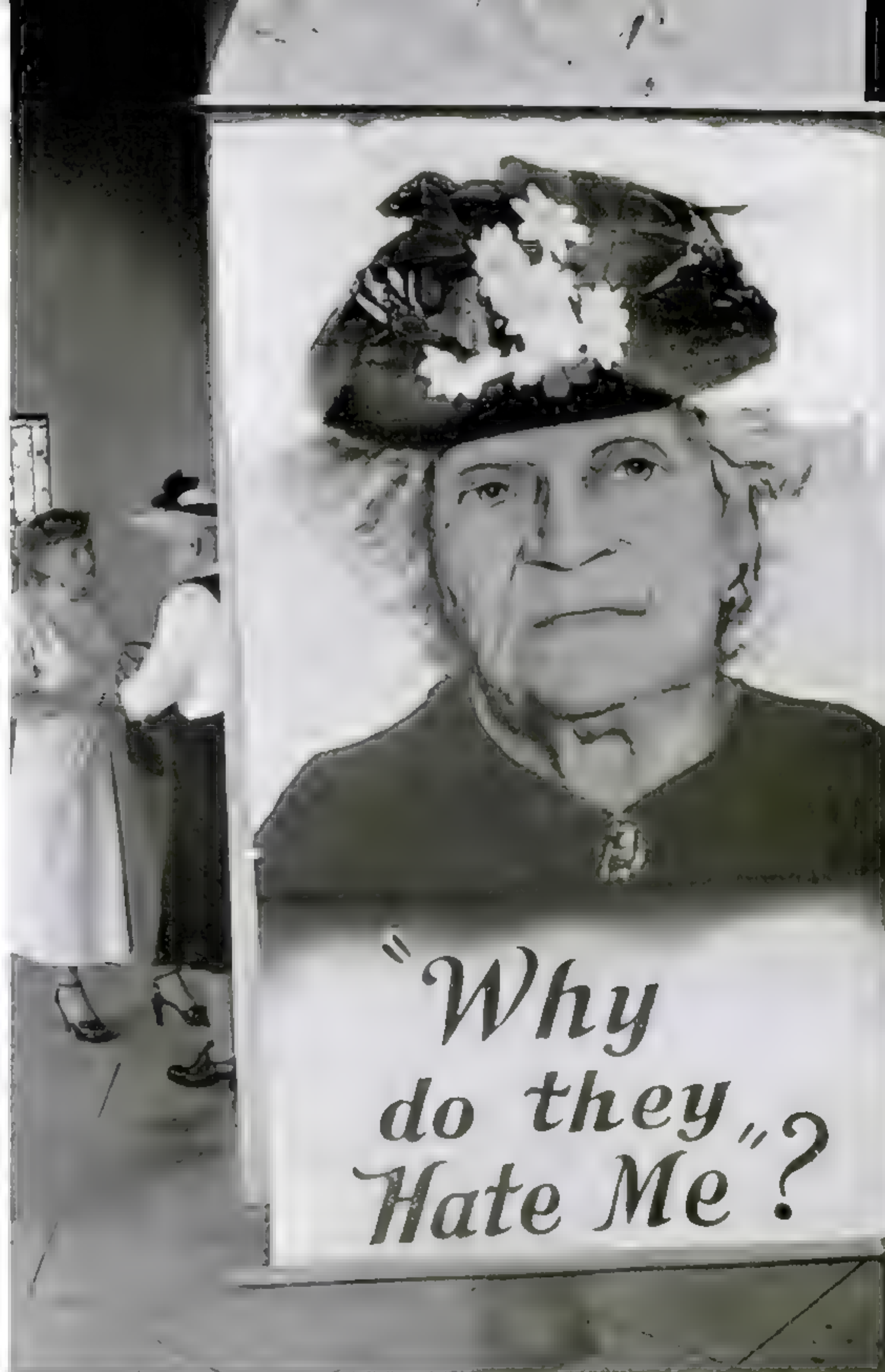
It goes on in union halls and boardrooms, but in California it is being bitterly fought out at the polls

The problem of what to do with the old folks was solved by primitive man in a primitive way: when they stopped producing they stopped getting fed—and starved to death. Later, societies sent them over the hill to the poorhouse. Today the U.S. and an increasing part of private business is committed to the less brutal policy of pensioning them off. Yet the age-old problem of old age is far from licked. Last week the battle for pensions was erupting all over the country in complicated and sometimes violent ways. Half a million steelworkers and 380,000 coal miners were going without present wages in strikes for future pensions. The country was also

going without most of its steel and coal production while capital and labor disputed the philosophical question of whether workers should help pay for their own pensions. Meanwhile, in a one-sided skirmish on Capitol Hill, the House of Representatives passed a momentous extension of Social Security. It would hike the system's rather paltry benefits by 70% and cover a huge group of 11 million more people. And while the Senate may modify it next year, both political parties are bound to it in principle if not in detail.

But the loudest noise about pensions was being made in California. In that golden haven for the

aged and infirm, a smooth promoter named George McLain was rallying old people (pp. 42, 43) to hold on to the liberalized pensions he won for them last year. Arrayed against him was a coalition including the League of Women Voters, the state Chamber of Commerce and the P.T.A., which favored pensions but argued that they were now endangering school funds. The desperate campaign was being waged with doorbell-ringing, plain old camp meetings and blatant posters like the ones above. It was a prophetic contest, for as the percentage of old people rises (p. 44) the big noise in California will inevitably echo throughout the country.



THIS POSTER OF A SAD AND PUZZLED OLD LADY IS McLAIN'S MOST FORCEFUL APPEAL TO RETAIN PENSION



AT A PENSIONERS' PICNIC IN LONG BEACH, McLAIN PITCHMAN CHARLEY BENDER DELIGHTS THE CROWD BY TAKING COLLECTION WITH A BUTTERFLY-NET TECHNIQUE



McLAIN is convulsed by a corny greeting card on 48th birthday last June. Many greeters enclosed money gifts, which he turned over to his "Citizens Committee" kitty.



ENTERTAINERS in outlandish costume perform for old folks at Long Beach picnic. McLain has found that his fans like lots of zip in songs, dances and money collections.



ANOTHER CONVERT pays \$5 membership fee while McLain aide writes out a receipt. Acknowledgments are always given on request, but usually only for keepsakes.



BACKER of McLain, Myrtle Williams, got top welfare post in 1948 pension law.



SIGNATURE-GETTER Robinson got up pensioners' petitions, then repealers

WITH THE OLD FOLKS' DOLLARS McLAIN IS A HARD MAN TO BEAT

In California, birthplace of the Townsend Plan and the "Ham 'n Eggs" \$30-a-week scheme, the voters got two surprises out of last year's election. They woke up to find that, besides helping elect President Truman, they had approved the nation's most expensive pension plan. It raised the basic grant to old people from \$65 to \$75 a month, lowered their eligibility age from 65 to 63, relieved their relatives of responsibility for their support, and gave pensions a preferred claim on state revenue. The man who put it over is George H. McLain, once an organizer in the Ham 'n Eggs campaigns. McLain has more than 100,000 in his Citizens' Committee for Old Age Pensions, from whom he collects \$5 annual dues and as much extra as he can wheedle in such country-fair performances as the ones shown below. One of his wealthy contributors, a widow named Mrs. Myrtle Williams (*above left*), now is interim state director of social welfare. McLain reported on his income tax return that he received \$2,200 from the committee last year. But he and his second wife are furnished with a free apartment by the organization, and his expenses are paid by the committee.

Last week McLain was shooting for a one million dollar war chest and spending \$2,000 a week on radio time alone to keep his pensioners' gains in the statewide election Nov. 8. The opposition was also spending heavily, fearing that if McLain had his way the state treasury might be milked dry. They had also turned one of McLain's weapons against him. Last year he hired (at a \$65,000 fee) a San Francisco campaign organizer named Joseph Robinson (*above right*) to get petitions to put the plan on the ballot. This year the opposition hired Robinson, for another big fee, to get up petitions for a substitute law.

California's old folks—and their dollars—have made McLain a powerful political force. His success is something for the country to think about. If all the 13 million "senior citizens" in the U.S. were to get the present California-style pensions, the national pension bill would run to a staggering \$11.7 billion a year.



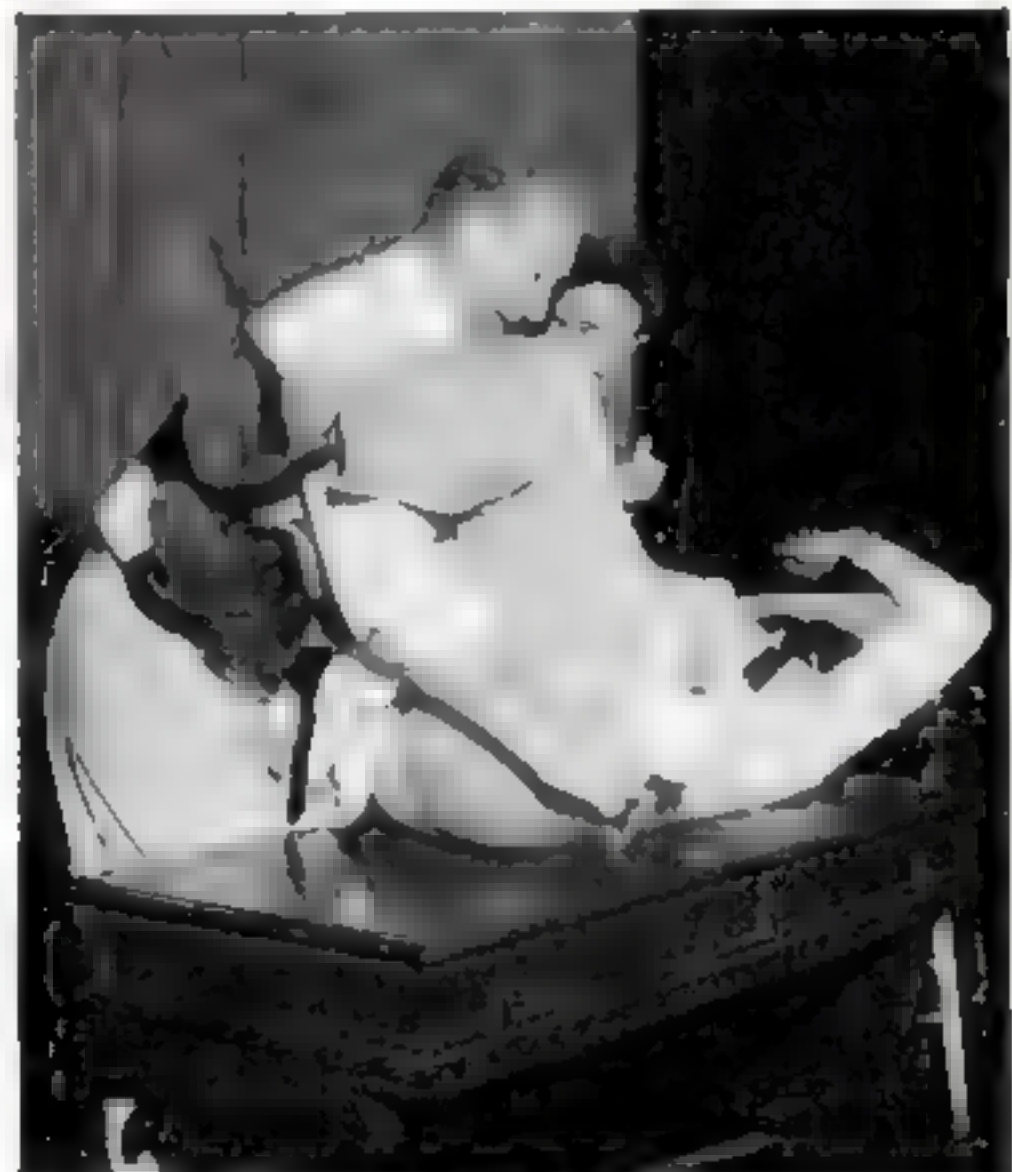
P-T.A. RALLIES TO GET OUT "YES" VOTE ON SCHOOL BONDS AND PENSION REFORM



DRUMSTICK is wolfed by Pitchman Bill Townsend as he table-hops at picnic. Many of the members are from the Midwest, so picnics are famous for good plain food.



LISTENING WISTFULLY, old folks are spellbound as picnic crowd of 4,000 laps up such McLain oratory as "Those repulsive repealers won't stop at anything. . ."



HORSEPLAY after a meeting calls for Townsend (*left*), who got more money from crowd, to pin diaper on struggling loser Bender. Their clowning antics get a big hand.

ALL OF STATES—AND MANY CORPORATIONS—HAVE OLD-AGE PENSIONS

CALIF.	\$70.63
WASH.	67.37
COLO.	67.09
MASS.	61.42
WYO.	56.06
ALASKA	55.73
ARIZ.	55.52
CONN.	54.67
NEV.	54.11
N. Y.	52.94
OKLA.	52.03
ORE.	48.16
IDWA	47.85
MINN.	47.63
N. J.	47.47
N. DAK.	47.05
LA.	47.02
OHIO	46.77
IDAHO	46.70
MONT.	44.92
R. I.	44.76
ILL.	44.60
KAN.	43.65
N. H.	43.25
MICH.	42.82
UTAH	42.61
MO.	42.48
NEB.	41.95
D. C.	41.71
W. VA.	41.46
MAINE	40.56
FLA.	40.12
PENN.	40.04
S. DAK.	37.89
ND.	37.18
VT.	35.72
IND.	35.08
HAWAII	34.85
N. MEX.	34.58
TEXAS	34.19
DEL.	27.91
TENN.	27.07
S. C.	24.63
AKA.	22.56
N. C.	21.50
W. VA.	21.30
ARK.	20.93
KY.	20.80
GA.	20.41
VA.	20.05
MISS.	18.79

AVERAGE MONTHLY FEDERAL-STATE GRANTS TO AGED

Only a few Americans can look forward to a rich as well as ripe old age. The others must struggle along on some kind of pensions—from the family, from private or social security insurance paid for during their working years, from the states' federal-aid charity grants (charts, left and right). Today an increasing number are also covered by company pension plans. How do these plans work, and how well?

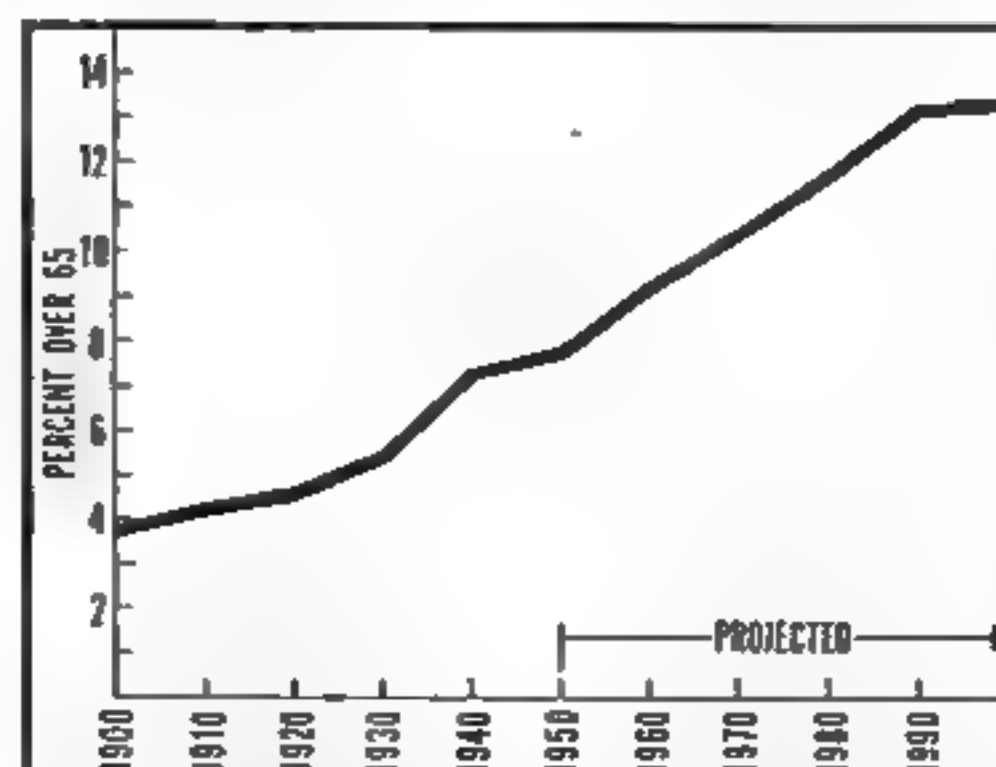
The first plans were launched because the boss hated to see faithful old employees turned out into poverty. Later businessmen saw pensions as an incentive to workers. Before the war there were only a few hundred plans, covering 600,000 people. Today there are 12,000 of many types, covering about 6.5 million people out of the labor force of 60 million.

Who pays for the pensions? Most new plans adopted during the war were financed entirely by employers; of the 12,000 plans some 7,000 are still of this type. The wartime tax structure made noncontributory plans cheap, and besides industry was grabbing at anything that would help entice workers and keep them. But since the war a Bankers Trust Co. survey shows that 62% of new plans call for contribution by workers. If Big Steel settles for the noncontributory plan demanded by the steelworkers' union, the trend may shift again. Many authorities feel however that workers' contributions not only help buy them bigger pensions but also give them a bigger stake in the success of the business.

The newest noncontributory plan was signed Sept. 29 by Ford Motor Co. and the U.A.W. It calls for \$100-a-month pensions, with Ford paying the difference between a retiring worker's Social Security benefits and the \$100 total. The cost to Ford: about \$20 million a year.

How much do the pensioners get? The same Bankers Trust Co. survey shows that 55% get from \$100 to \$125 a month including Social Security benefits. About 25% get less than \$100, and about 20% get more than \$125. Even these are not princely sums, considering that in cities covered by the Bureau of Labor Statistics price index, it costs old couples \$120 to \$152 a month to exist.

Many plans call for compulsory retirement at 65, disregarding the fact that some people are willing and able to work longer. As the population gets older, society must find a way to use the talents of the aged instead of throwing them on the scrapheap. Said County Judge A. V. Baumann of Cleveland, refusing last month to force retirement of some 65-year-oldsters in a General Electric plant, "Retirement implies at least part of the motive power must originate in the person whose status is to be changed. Children are put to bed—adults retire."



RISING PERCENTAGE OF AGED IN U.S. POPULATION

CALIF.	245,294
TEXAS	215,723
ILL.	126,417
OHIO	125,638
MO.	123,883
LA.	118,239
N. Y.	116,465
OKLA.	100,415
MICH.	94,632
GA.	93,962
MASS.	93,230
PENN.	87,785
ALA.	73,344
WASH.	69,133
FLA.	64,946
TENN.	59,751
KY.	59,182
MISS.	58,051
ARK.	55,242
MINN.	55,060
N. C.	54,278
IND.	49,938
WIS.	49,316
IOWA	48,465
COLD.	47,104
S. C.	37,674
KANS.	37,275
NEB.	23,767
N. J.	23,653
W. VA.	23,539
ORE.	22,980
VA.	17,952
CONN.	16,846
MAINE	13,714
S. DAK.	11,979
MD.	11,786
ARIZ.	11,316
MONT.	11,128
IDAHO	10,473
UTAH	10,058
R. I.	9,653
N. MEX.	9,416
N. DAK.	8,770
N. H.	7,111
VT.	6,562
WYO.	4,088
D. C.	2,629
NEV.	2,420
HAWAII	2,306
DEL.	1,509
ALASKA	1,497

THOSE GETTING FEDERAL-STATE AID TOTAL 2,625,594



DAPPER PROMOTER McLAIN DROPS DOWN TO HIS KNEES
TO SHOW THE OLD FOLKS HOW HE PRAYS FOR PENSIONS

PRESIDENT TRUMAN



SENATOR VANDENBERG

Arthur Vandenberg is ill in the University of Michigan Hospital at Ann Arbor. The doctors have removed half of his left lung, and it's touch-and-go whether he recovers. We devoutly hope that he does. He is one of the great men of his century. His country and the Western world are forever in his debt. He has been justly called the Republican architect of the bipartisan foreign policy which more than all else has preserved the U.S. and its Western friends from Communist conquest in the postwar years. Without him the Republican party could not have met the test of these years as well as it has; without him all the others concerned in the bipartisan policy could not have created and applied it. Let all good Americans salute Senator Arthur Vandenberg.

VICE PRESIDENT BARKLEY

The Veep is having a wonderful time, and everybody else has a good time watching him have a wonderful time. He does a fair job on the Senate dais, he adorns party gatherings with a certain dash, and he rushes about in his B-17, opening airports and keeping weekend dates with his handsome lady-dove, Mrs. Carleton Hadley of St. Louis. It's something to see in a fellow of 71, better for male morale than the success of 57-year-old Ezio Pinza in *South Pacific*. Call us heels if you will, but we are nevertheless constrained to remind the Vice President that there are limits even to his fun. It is not amusing when the Vice President of the U.S. (echoing his President, to be sure) plays around with remarks like the following, "Will those people who see in every tree frog a roaring lion, and in every angleworm a spreading adder, please rise and tell us what is statism!" Statism, dear Veep, is the supremacy of the state over the individual; it is also the arrogant inanity of public officials who deny the meanings of their own policies and acts. We recommend to the Vice President a cozy evening with Mrs. Hadley, reading a good dictionary.

This week we are minded to say a few words about (and at) the two senior statesmen of the Democratic party and the two Republicans whom we regard as the G.O.P.'s finest.

Our first subject is President Truman and, believe it or not, the Sermon on the Mount. This peculiar conjunction is the work of Mr. Truman himself, who has said twice in recent weeks that his foreign policy and his political philosophy are derived from the divine fifth, sixth and seventh chapters of the Gospel according to St. Matthew. The President identified his foreign policy with the Sermon on the Mount in a little talk he had not long ago with a party of Anglican bishops from Britain. Mr. Truman made his claim public and inclusive on Sept. 29 in Kansas City at a party dinner which, as the pictures on pages 170 to 173 show, was not exactly a holy occasion. At that dinner the President said, "My political philosophy is based on the Sermon on the Mount."

Now this is either a serious statement or a piece of graceless frivolity. No doubt Mr. Truman, a Missouri Baptist with a simple reverence for his God and his Bible, intended it to be taken seriously. But in what respect? The President's foreign policy hardly instructs the U.S. to love its enemies. His domestic welfare policies might be said to *Consider the lilies of the field, how they grow; they toil not, neither do they spin*. But Mr.

Truman would be the last to say to the workers and farmers in his following, *Take no thought for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on*. In proclaiming his Fair Deal he cannot say with Christ, *When thou doest thine alms, do not sound a trumpet before thee, as the hypocrites do in the synagogues and in the streets, that they may have glory of men*. Perhaps in this age of stupendous imperfection there will arise a prophet to lead men to the perfection of the Sermon on the Mount, a humble master of whom it may be said, *For he taught them as one having authority, and not as the scribes*. The prophet is not Mr. Truman, who will do well to await that other's coming.

At the Kansas City dinner the President had the grace to say of the Sermon on the Mount, "It is the hardest thing in the world for any man to live up to. If you haven't read it lately I would advise you to go home tonight and read it. It will do you a lot of good." Indeed it will, Mr. President. The 22nd and 23rd verses of the seventh chapter are especially commended:

Many will say to me in that day, Lord, Lord, have we not prophesied in thy name? and in thy name have cast out devils? and in thy name done many wonderful works?

And then I will profess unto them, I never knew you: depart from me, ye that work iniquity.

SENATOR TAFT

LIFE readers know that we admire Senator Robert A. Taft of Ohio. He is conducting a hot and early campaign for re-election next year, and we hope he wins. His defeat would be a catastrophe for the country and for the Republican party. Indeed we can imagine only one greater disaster for the party: a Taft victory in circumstances which would tag him and the G.O.P. with the fatal label "isolationist." Whether Bob Taft knows it or not—and he ought to know it—he is getting himself tagged here and there with just that label. Only a few days ago the columning brothers Joseph and Stewart Alsop informed their readers that Taft is waging "an out-and-out isolationist campaign," and our own man traveling with him reports that at times "he sounds like Bertie McCormick."

Our man puts a heavy accent on the word *sounds*. Senator Taft is *not* an isolationist. As he has said, "Isolationism can hardly be charged against anyone like myself who favors a warning to the U.S.S.R. that if they attack Western Europe we will be in the war against them." In his reasoned statements he makes it clear that when he opposes this or that item of foreign policy, he does so *because he believes it won't work*, not because "it's none of our business." The one important exception is his position against the reciprocal trade program, which he opposes for all the wrong reasons. It is a regrettable defect, and we can only hope that some day he changes his mind and his vote on this issue.

However, his over-all attitude is better reflected in his stand on the political and military aspects of foreign policy. For instance, when he came out against the Atlantic Pact he said that he would have voted for it if it were not tied to an arms-assistance program. And he opposed the arms program because he thought it would "do far more to bring about a third world war than it will ever do to maintain the peace of the world."

Now that argument may be mistaken (as we think), but it is not an isolationist's argument. No isolationist would say, as Taft did, "I believe the Atlantic Pact by itself to be a deterrent to Russian aggression, and I believe even more strongly that the all-powerful American Air Force equipped with the atomic bomb is 10 times the deterrent of the whole Military Assistance Program." Trouble is, Senator Taft does not take enough care or use the right words when he discusses these matters at his campaign stops. He is prone to say, as he did during a quick speech at Troy, Ohio, "We have reached the limit to which we can go in helping other nations. We ought to increase our Air Force before arming Western Europe." There he does sound like Bertie; there he does tag himself. In the same speeches he makes an eloquent, rounded argument against the superstate of unlimited welfarism, in terms which nobody could misunderstand. Let him give a little more care to his words (and perhaps to some of his votes) on world affairs.

PICTURE OF THE WEEK



HAILE'S GRANDSON

Ethiopia's royal family, which quietly stepped out of the world's spotlight when Emperor Haile Selassie was restored to his throne at war's end, briefly stepped back in again. Two-year-old Prince Wossen Seged Makonnen, Haile's grandson, passed through London, was caught in a pose that made him look like a mischievous elf taking a curtain call.



THE ADMIRALS surround Secretary Matthews during congressional hearing. There was little sympathy between the Secretary and his top advisers, for when Matthews said

that no officers were being "blocked" from giving critical views on policy, even some top brass broke into bitter laughter. Only Air Force general to attend was Lauris Norstad



ADMIRAL BOGAN wrote that "the basic reason behind all this is a genuine fear in the Navy for the security of our country if the policies followed in the Department of Defense . . . are not drastically changed, and soon."



ADMIRAL RADFORD led off the Navy attack. "The United States is not sound in relying on the so called 'strategic bombing concept' [for] a short cut to victory. . . . There is no short cut, no cheap, no easy way to win a war."



SECRETARY MATTHEWS first attacked "individuals who, in spite of their oath, have deliberately engaged in disclosing restricted information." Later he supported the admirals on the issue of cutbacks in Naval aviation.



NAVY SLOGAN resulted from Captain Lawrence's last words. Perry flew this flag at the 1813 victory of Lake Erie.

AN OLD BATTLE CRY RALLIES ADMIRALS

They feel it patriotic duty to defy civilian curbs

The Navy, Henry L. Stimson said in his memoirs, goes about its business in "that dim, religious world in which Neptune was God, Mahan his prophet and the United States Navy the only true church," of which the admirals are the "high priests." Last week the admirals came out of that detached world to fight for what they considered the Navy's very existence.

Since World War II the Navy had suffered one defeat after another. It had lost its fight against the first unification bill. Its supercarrier had been scrapped. It had seen the Air Force's B-36 made the keystone of U.S. defense.

Each time the Navy seemed to lodge its sea boots firmly in its mouth. Biggest blunder of all was an "anonymous document" charging corruption in B-36 procurement. When a congressional committee made Navy Under Secretary Cedric Worth admit that 1) he had written it, 2) its charges were baseless, the Navy seemed sunk. But admirals like Arthur Radford and Gerald Bogan and aviators like Captain John Crommelin remembered how Captain Lawrence, even in defeat, died saying "Don't give up the ship!"

The Navy's new Secretary, Francis P. Matthews, had ordered all comments channeled through his office. So Admiral Bogan wrote a sizzling letter saying, "It would be sheer balderdash to assume that there has been anything approaching [unification] among the Secretariat, the Joint Staff or the high command of all three services." Admiral Radford and Navy chief Louis Denfield agreed. The document was classified "Confidential," but Crommelin slipped it to newsmen. This surreptitious act guaranteed Crommelin a court-martial. But it accomplished its purpose: the admirals got their say before a House committee.

They leapt eagerly to their stations. In testimony which both Secretary Matthews and Admiral Denfield had sought to keep under wraps, Admiral Radford called the B-36 "a billion-dollar blunder," bluntly contradicted Air Force claims that the big bomber could successfully strike deep into enemy territory without fighter escort. And the comforting theory of civilian air enthusiasts that an atomic blitz would quickly force an enemy to his knees was, said Radford, "a fallacious concept." A fundamental disagreement on strategy, he concluded, "has been at the root of our principal troubles in unification."

It was clear the admirals were so alarmed they felt it their patriotic duty to flaunt the constitutional authority of their civilian bosses. Radford did make some converts. Secretary Matthews came out against cutting of naval aviation, and Committee Chairman Carl Vinson, no Navy hater, accused economy-minded Louis Johnson's Department of Defense of cutting down naval aviation out of all proportion to other branches. Then he claimed there were Pentagon plans to reduce the Navy to convoying troops and fighting submarines.

The issues were now more than just an Air Force-Navy squabble. The whole defense structure of the U.S. was badly shaken and unification seemed, for the time being, to have failed. But the day of rumors and secret meetings was passing, and the issues were coming out into the open. In this healthier atmosphere the chances for achieving a real solution were getting better. This, however, was not good enough. In a world of two Bombs real unification was imperative.



UNDER VIRTUAL HOUSE ARREST and facing a court-martial for giving out restricted information to the press. Captain John Crommelin retreats into his Washington home. Crommelin deliberately made himself a martyr when he was informed that the Navy was not to be allowed even to mention the B-36 in the House committee hearings.

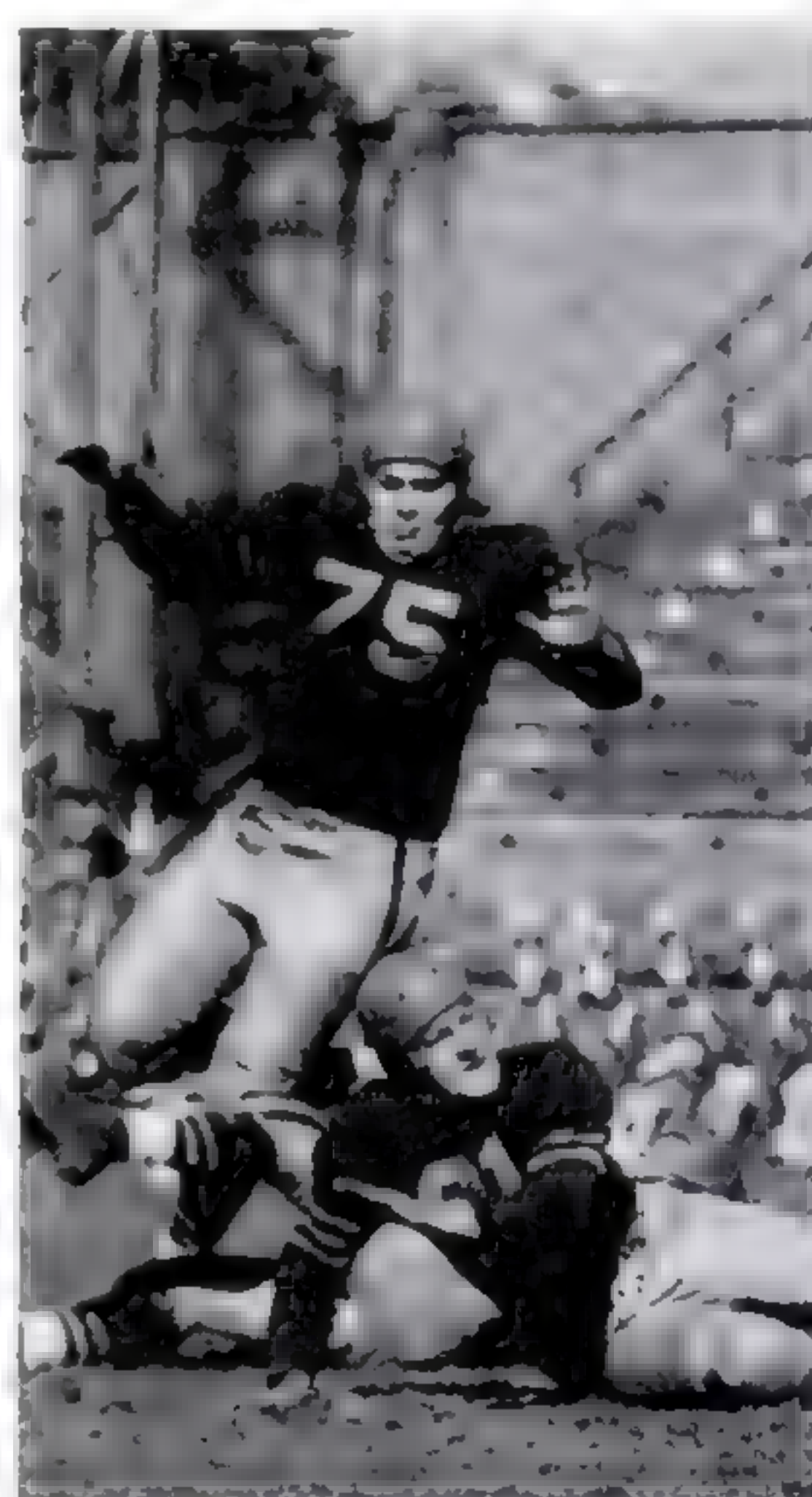


RED ZONE EXODUS In Germany's Russian zone something slipped last week. Soviet authorities declared a "Peace Day," relaxed border controls so



WHOOOPS! While Actress Gina Carr and Actor Richard Tide were boating off Malibu Beach, Calif. last week there was an accident. A photographer named Dorothy Gunn was

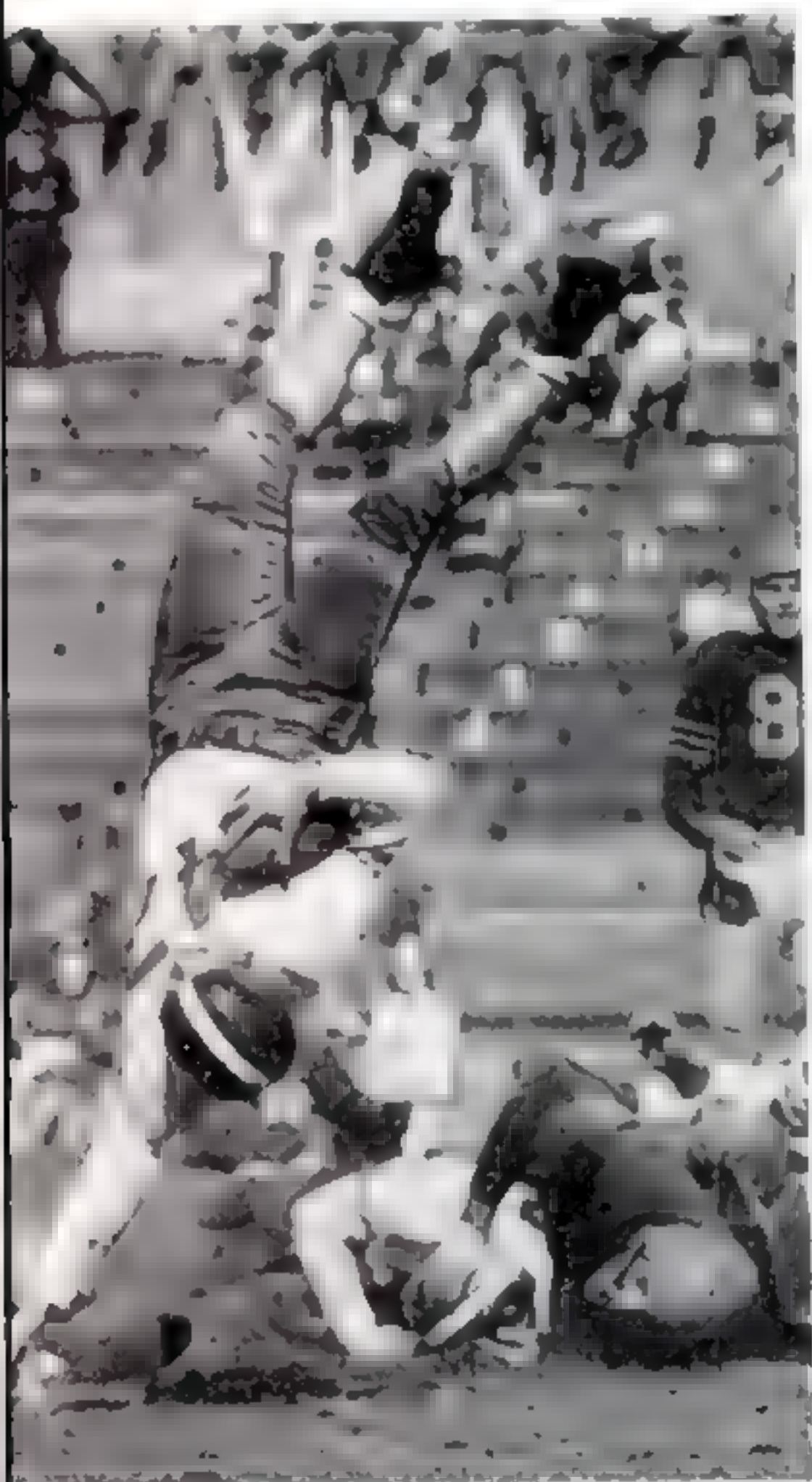
in the vicinity, and what she saw, as shown by her pictures, was this: Gina went overboard, then Tide grabbed her one-piece suit, the suit ripped off, Gina kayoed herself on a rock. Tide carried her ashore.



OOPS! Football had a rare and topsy-turvy moment, when West Virginia University's Len Bellas (left, on ground) hit Washington and Lee's ball-carrying Quarterback Gil Bocetti. As



western Germans could come for peace rallies. Instead, Germans of the Russian zone swarmed across frontiers past amused U.S. guards and into well-stocked capitalist stores to buy all they could carry.



Bogetti turned a perfect cartwheel the photographer caught him at the peak of his loop, apparently standing on his spread out fingertips but still determinedly hugging the ball. His team lost, 20-28.



WHOOSH! Pilot Chet Derby, stunting his biplane at the Oakland (Calif.) Annual Air Show last week, was blind to what was above him, and perhaps it was just as well for his

peace of mind. Trailing a dramatic plume of chemical smoke, Derby had just rolled his ship over on its back above the crowd when a scheduled flight of Air Force B-29s appeared. Result: a five-foot near miss.

THE EXHIBITIONISTS OF THE BLEACHERS

They vie to be first into Series

Joseph Gabionwitz of Newark got there first. But the police chased him away. A day later two girls showed up, spread a blanket on the sidewalk and opened a box of candy. It was noon on Tuesday, Oct. 4, outside the Yankee Stadium. The World Series would not start until next day, but already The Day had come for baseball's most addled customers. Exhibitionists all, for them the important thing was not so much to see the game as the imagined prestige of standing in line all night for the chance.

By nightfall a column had coiled around the stadium like a snake. Unethical characters tried to crash the head of the line. Fights broke out. People skidded on scraps of salami sandwiches. Passers-by gathered and jeered. And more cops were sent to keep order. All night it went on. Then it rained. Finally, after 22 hours, they were admitted to the park.

As it turned out, the long wait was unnecessary. When the game started there were still 4,000 empty bleacher seats. But this did not deter the enthusiasts. Many of them left the park before the ninth inning (missing the only score of the day) in order to get back in line again for the next day's game.



ONE MINUTE TO GO before the gates open, the police officer in charge cautions crowd to take it easy and

avoid a dangerous crush. "Let's be sensible," he says. "There are plenty of seats for everyone. Go in slowly."



AT 12 NOON on Tuesday, Marie Flynn and Beverly Brafman are first in the line.



AT 2:30 P.M. photographers show up and arrange first few members of the line for proper news pictures. Fans were eager to pose.



BY 11:00 P.M. crowd has gathered to watch and heckle ticket line. Man pointing is trying to start an argument about Giants.



AT 5:45 A.M., as it starts to get light, weary standees stretch and primp a bit.



AT 6:10 A.M. a heavy rain drenches the line. Fans cover up with buckets-blankets.



AT 8:00 A.M. first man in line is now Gabionwitz (left), who was stopped from forming a line Monday but was allowed to retake first place by Marie and Beverly (center).



AT LAST THE GATES OPEN at 9:55 a.m., Wednesday, and fans whip by the protesting policemen so fast they show up as a blur in the picture. By this time the line had

grown to 6,000. All managed to get their tickets and into their seats in less than an hour and a half. After that a slug-alred fan could walk up and buy a ticket with no wait at all.



AT 11:30 P.M. Sadie Jones (*left*) yells at an impassive man who has chiseled into the line.



AT 11:45 P.M. Sadie, a violent Dodger fan, gets in argument with Red Sox-hating Yankee fan from Newburyport, Mass.



AT 3:15 A.M. Wednesday most hecklers have gone home to bed, and the weary fans curl up in rubbish and try to get a little sleep.



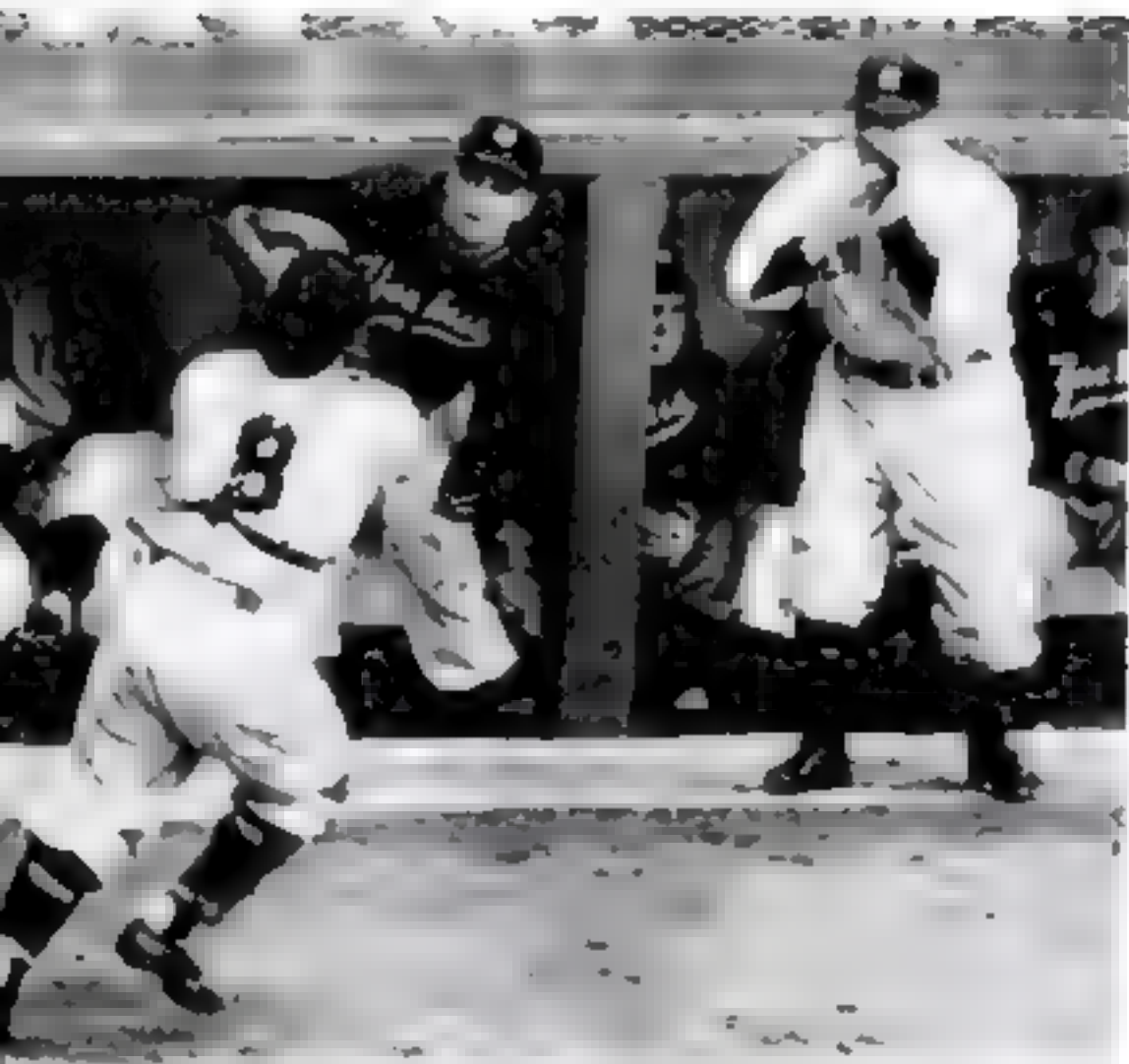
AT 9:15 A.M. the wife of standee Dud Brown of Toronto (*second from right*) comes to visit the line. She spent the day shopping.



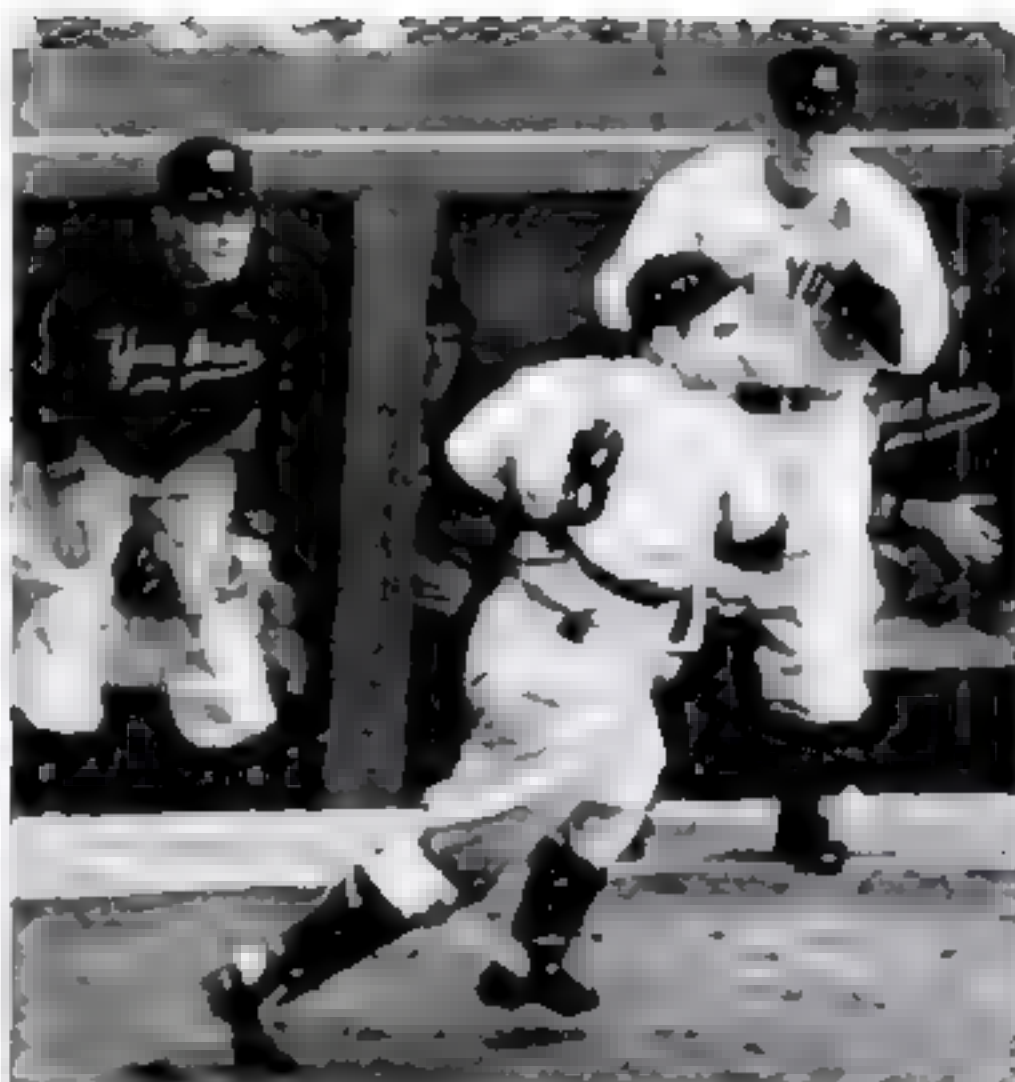
BY 9:40 A.M. the fans were very tired, and petty fights were frequent. Here two men argue about which one has the most money.



AT 10:00 A.M., three hours from game time, Sadie, finally in seat, still argues.



YOGI AND HIS GURU turn foul ball into two outs in third game of the Series. As Yankee Catcher Yogi Berra reaches for a foul fly (left) Manager Casey Stengel yells at



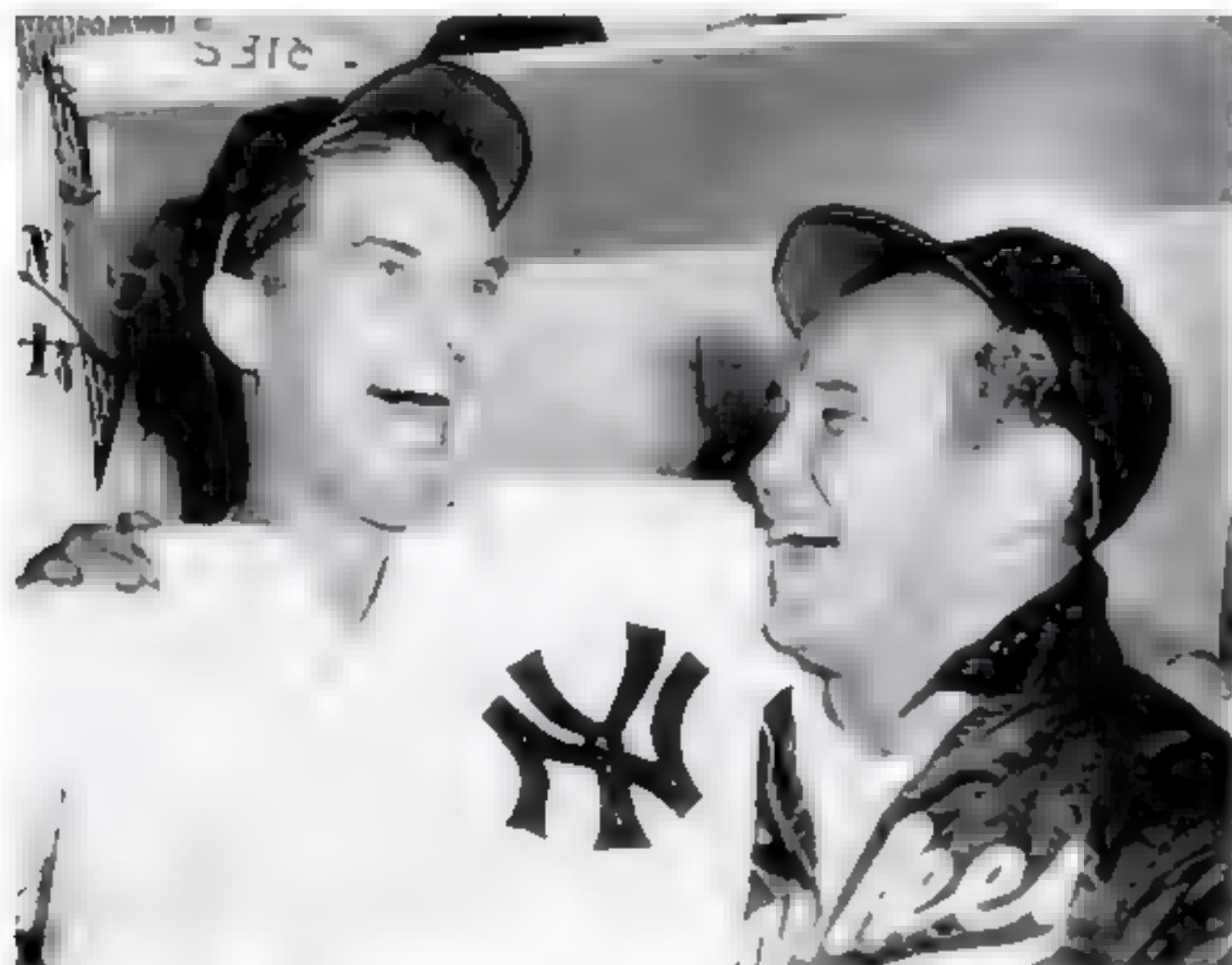
him that Dodger Pee Wee Reese may try to go from first to second base after the catch. Berra quickly whirls (center) and throws to second to cut off Reese (right).



IN THE SERIES ITSELF ONLY WINNERS POSED

Unlike the bleacher exhibitionists, the players and managers waited until the games were over to hug and mug for the cameras. Then, of course, only the victors were willing (below). At the start it was a pitchers' Series—only 20 hits were made in the first two games. But when the big bats did begin to

boom, in the third game, Brooklyn got three home runs and still somehow lost. On Saturday the discouraged Dodgers were beaten again to give New York a 3-1 lead. On Sunday a gloomy crowd at Ebbetts Field witnessed the anticipated tragedy—the Yanks won the game, 10-6, and the Series, 4-1.



HAPPY TO BE YANKEES, First Baseman Tommy Henrich and Pitcher Allie Reynolds celebrate 1-0 victory in the first game. Henrich's last-inning homer broke the tie.



DELIGHTED TO BE DODGERS, Manager Burt Shotton hugs his pitcher, Elwin "Preacher" Roe, after the second game, which Brooklyn won, 1-0, to even the Series.



TRIUMPHANT TRIO of Yankees hails 4-3 victory in third game. Pitcher Joe Page (center) stopped Dodgers while Johnny Mize (left) and Jerry Coleman got needed hits.



CONQUERING QUARTET which pitched, batted Yanks to win in fourth game includes (left to right) Pitchers Lopat and Reynolds and Sluggers Mapes and Brown.



IN BAYS AND INLETS ALONG THE SEACOAST CHOICE CLAMS ARE GATHERED AND SHIPPED TO CAMPBELL'S KITCHENS TO MAKE AMERICA'S FAVORITE CLAM CHOWDER

Zesty, delicious Clam Chowder

**Juicy, tangy Clams . . . fine Garden Vegetables
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Fresh clams, ripe tomatoes,
Fine herbs and potatoes,
We chop and we dice and we blend;
A skill never prouder
Makes Campbell's Clam Chowder
Delicious and zestful no end!

Clam chowder has long been a favorite dish of millions. Its popularity has spread across America, all the way from Gloucester, Massachusetts, to Fisherman's Wharf, San Francisco.

Folks travel miles to famous seafood restaurants for a piquant, steaming bowlful of this great specialty—clam chowder.

You can enjoy this well-liked seaside treat at home—and at its best—in Campbell's Clam Chowder.

Try this appetizing, delightfully seasoned "soup of the sea" and you'll find it not only delicious, but hearty and satisfying, as well. For an extra-nourishing chowder, simply add milk instead of water. Either way, have it soon!

Campbell's
CLAM CHOWDER



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100% TOBACCO
 100% CHESTERFIELD
 100% MILD
 100% SMOOTH
 100% TASTE
 100% QUALITY
 100% CHESTERFIELD

100% TOBACCO
 100% CHESTERFIELD
 100% MILD
 100% SMOOTH
 100% TASTE
 100% QUALITY
 100% CHESTERFIELD



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Always Buy CHE

THEY'RE Milder... much Milder...

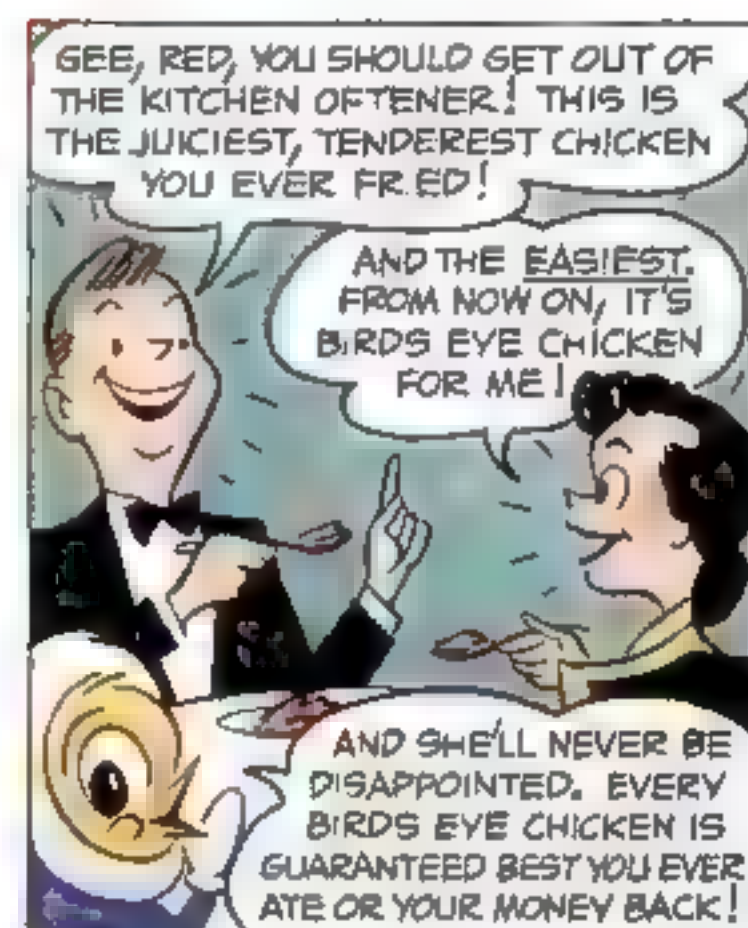
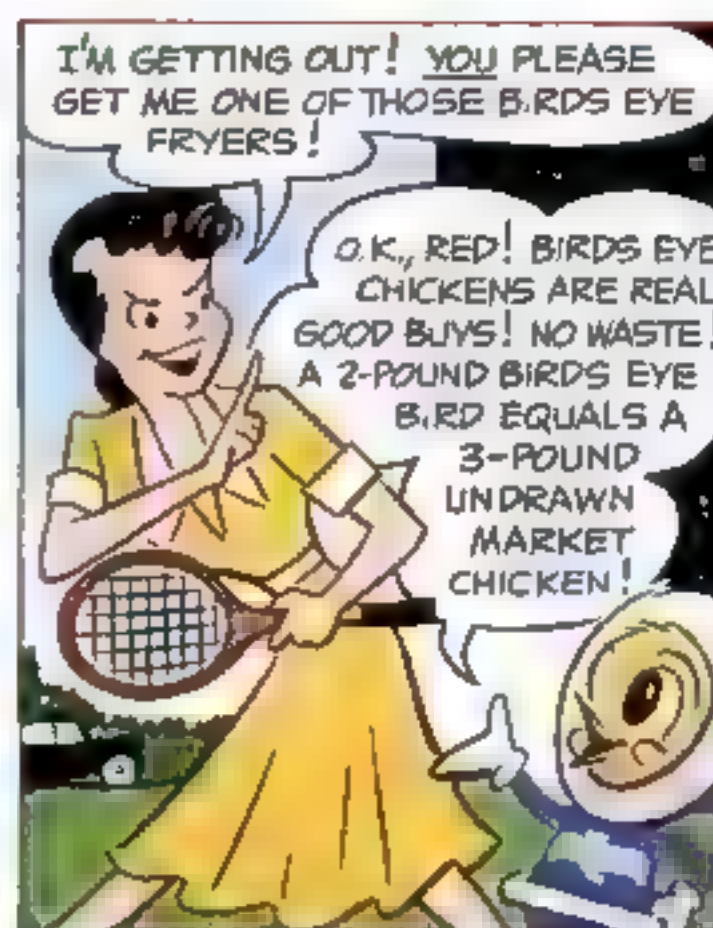
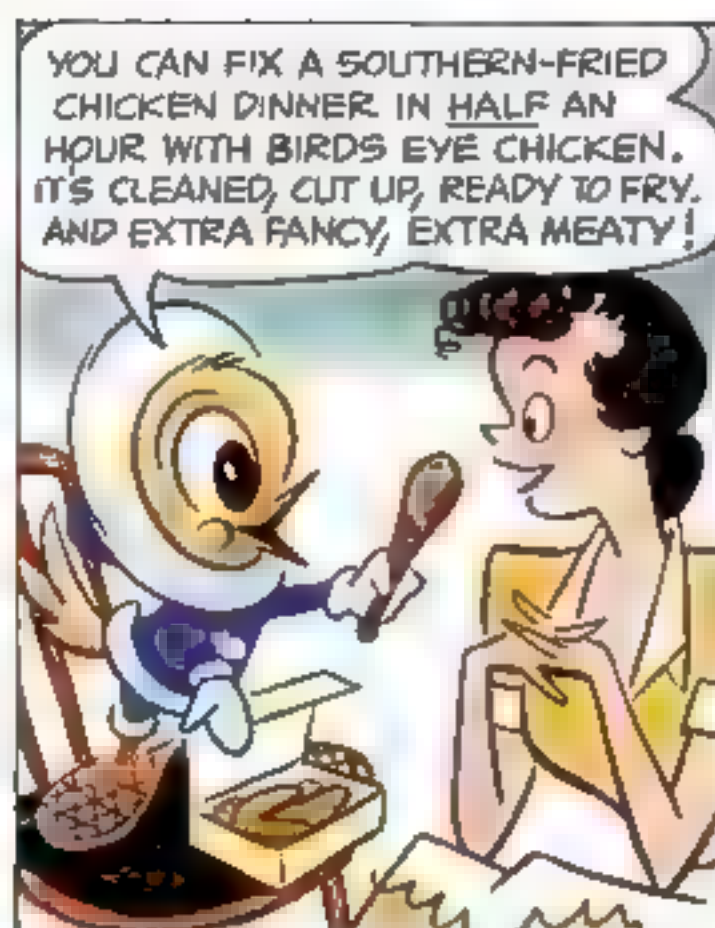
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LIFE CONGRATULATES...

INTERNATIONAL CORRESPONDENCE SCHOOLS ON NEW PREXY AND SOME FAMOUS ALUMNI

At Scranton, Pa. this week, a busy institution called International Correspondence Schools is ready to start its 59th year with a new president, 45-year-old Lawrence W. Tice (right), whose job is to prove to 125,000 students that "You Too Can Succeed!" This tantalizing slogan, an American byword, helped bring I.C.S. its tremendous roll of students (who pay \$60 to \$200 for courses by mail and send each lesson back for grading) and the largest alumni body of any school in the world—5.5 million men and women scattered from the Bronx to the Yangtze. Eight I.C.S. alumni who succeeded handsomely are pictured below.

Life at I.C.S. is an endless round of return mail—

devoid of such trappings as football, endowments and proms. The faculty's favorite joke is about a student who always played hooky by mailing in empty envelopes. But the mail to and from I.C.S. is usually laden with knowledge on the high-school, college or technical school level, and may involve Shakespeare, spot welding, pigeons or ladies hats. Instruction is expert: one student wrote that his studies were interrupted by a jail term because, with I.C.S.'s sheet-metal course, he had built the best copper still ever seen in Tennessee. The new president, a graduate of the University of Wisconsin, will try to keep all I.C.S. students as well instructed but hopes their success will be more routine.



LAWRENCE W. TICE



WALTER D. FULLER

Besides I.C.S., Mr. Fuller calls Norwich (Conn.) Academy alma mater. Head of the Curtis Publishing Co. (*Saturday Evening Post*), he has won three honorary degrees.



ANDREW JACKSON HIGGINS

After his mail-order education, he moved on up to Creighton University. At New Orleans during World War II, he became one of giants of the U.S. shipbuilding industry.



JOHN C. GARAND

As a textile millworker, he invested a raise in an I.C.S. engineering course. Ultimately he developed the Garand automatic rifle, now standard U.S. infantry weapon.



ARTHUR GODFREY

After 1½ years of high school, he studied mathematics through the I.C.S., other subjects in U.S. Navy schools. Now he makes \$800,000 a year as a radio and television star.



LOUIS S. CATES

His education was also aided by the Massachusetts Institute of Technology. He developed new mining methods, landed on Wall Street as Phelps-Dodge (copper) president.



DAVID LOW

From his New Zealand boyhood home he wrote to I.C.S. for a cartooning course. Today Low is the *London Standard's* cartoonist and world's most able political satirist.



PHILIP MURRAY

He came from his native Scotland to the U.S. in his teens, took business courses from the I.C.S. while working as a miner. He is now the powerful president of the C.I.O.



EDDIE RICKENBACKER

He learned drafting and engineering from I.C.S. before he became top U.S. flying ace in World War I. Today he runs the moneymaking Eastern Air Lines (*LIFE*, Oct. 3).

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Introducing *Improved*
PERSONNA BLADES
in the new plastic **ZIPAK** dispenser

TWO
\$1 ZIPAKS
(10 blades each)
\$2 VALUE!

BOTH
FOR

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Double or
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*Terrific
Value!*



Personnas—recognized as the world's finest blades—now are actually improved by an exclusive new process that makes them more efficient than ever!

And—these improved Personna edges are now protected by the clever new Zipak. The blades float in air, come to you factory-perfect, untouched even by paper

wrapping. Just slide 'em out for the sweetest, smoothest shaves you ever had!

Today more than ever Personnas are worth 10¢ per blade. But to introduce the new improved Personnas-in-the-Zipak, we are offering you 2 for the price of 1—a bargain you can't afford to miss. If you value your face, get Personnas today!



Also Available:
Two regular 50¢ pkgs.
with total of 10 blades
—Double or Single Edge

only
50¢
REGULAR \$1.00 VALUE

*What a
Whale of a
Difference
HOLLOW
GROUND
Blades make!*



GUARANTEE

Like a barber's razor, Personna's hollow-ground edges are flexible, get closer to your skin for cleaner, smoother shaves. That's why we can make this guarantee: Use one pack and if you don't agree Personnas give you by far the best shaves you ever had, return the other pack: we'll refund your full purchase price. Personna Blade Co., Inc., 43 W. 57th St., N. Y.

LIFE CONGRATULATES CONTINUED



THE NEWEST CLASS

The pleased-looking young men above, sailing from New York for England, are 13 of the 32 outstanding students who are America's newest Rhodes scholars. They will spend their next two years studying at Britain's great university, Oxford. Their benefactor is the estate of the late



PHYLLIS WILLIAMS LEHMANN

Last summer as usual New York University's archaeologist Karl Lehmann took his wife Phyllis to Samothrace, a small Greek island rich in buried antiquity. Last week Mrs. Lehmann showed the unusual result of her recent digging: a new *Winged Victory*, broken but much like the Paris Louvre's famed *Victory*. Said Mr. Lehmann, "A masterpiece."



OF RHODES SCHOLARS

empire-building Englishman Cecil Rhodes. As a young man Rhodes wrote a will proposing, among other things, ultimate recovery of the United States of America for the empire. Six wills later he produced the more practical and generous plan which is taking this group to Britain.



CHARLES MÜNCH

Succeeding the renowned Dr. Serge Koussevitsky, French Conductor Charles Münch last week led the Boston Symphony into its 69th season. With a chivalrous bow to Back Bay institutionalism, he repeated the program played Oct. 19, 1900, when the new Symphony Hall was opened. One of the Cabots got up and bespoke Boston's appreciation.

"THE BOSS CALLED ME 'BILL' TODAY!"



"My oh my . . . Aren't you coming up in the world?"

"Sounds all right, doesn't it? Well, the boss was talking about increasing the benefits of the company's pension program. 'Don't suppose you can afford any life insurance on your own, Jones,' he says."

"That was your cue to say, 'Not on what you pay me, Mr. Barry!'"

"Wrong, smart stuff. I told him about my Insured Income program. Explained how economical it is because it builds on top of Social Security and pensions. I showed him how it pays you a liberal monthly

income if I die and guarantees us a retirement income if I live."

"Sa-a-ay—' says the boss. 'What company has that idea? I'll have to have a talk with them.' . . . 'Mutual Life,' says I, and that's when he put his arm around my shoulder and said, 'Mighty smart planning, Bill.'"

Because of its flexibility, Mutual Life's Insured Income service is the ideal method of financial planning for the young man on the way up. It assures his family made-to-order life insurance protection that keeps pace with his career and his desire for greater security.

Let the Mutual Life career Field Underwriter in your community explain how Insured Income can help you.



THE MUTUAL LIFE

INSURANCE COMPANY OF NEW YORK

34 NASSAU STREET

NEW YORK 5, N. Y.

Your Social Security—WORTH \$5,000 OR \$15,000?

SEND FOR FREE BOOKLET—Learn the facts of Social Security . . . how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your FREE Social Security Booklet—L-59.

NAME BIRTH DATE

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CITY COUNTY

STATE OCCUPATION



OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA



REXALL'S

AT ANY REXALL DRUG

YOUR REXALL FAMILY DRUGGIST INVITES YOU TO HEAR
PHIL HARRIS & ALICE FAYE
 Every Sunday—NBC

DENTAL BUYS

- ☐ Rexall Klenzo Nylon Tooth Brush, tufted, convex, or oval shapes .29c 2 for 30c
- ☐ Rexall Tooth Powder, lg. 3 1/4 oz. .29c 2 for 30c
- ☐ Rexall Sodium Perborate Flav., 4 oz. 39c 2 for 40c
- ☐ Rexall Tooth Paste, 2 1/2 oz. .30c 2 for 31c
- ☐ Rexall Denture Adhesive, 3 oz. .55c 2 for 56c
- ☐ Denture Dental Plate Cleanser, 5 oz. 50c 2 for 51c
- ☐ Rexall Dental Floss, 24 yds. .23c 2 for 24c
- ☐ Tooth Paste, Milk of Magnesia .25c 2 for 26c

SHAVE SAVINGS

- ☐ Rexall Shaving Lotion, 8 oz. .55c 2 for 56c
- ☐ Rexall Shaving Cream, 2 1/2 oz. .30c 2 for 31c
- ☐ Lavender After-Shave Lotion, 4 oz. .75c 2 for 76c
- ☐ Lavender Shaving Bowl . . . \$1.00 2 for \$1.01
- ☐ Lavender Talc for Men35c 2 for 36c
- ☐ Gentleman's After-Shave Powder .25c 2 for 26c
- ☐ Rexall Jumbo Styptic Pencil . . .15c 2 for 16c
- ☐ Harmony Bay Rum, pt.59c 2 for 60c
- ☐ Klenzo Razor Blades, single or double 5's10c 2 for 11c

TOILETRIES VALUES

- ☐ Adrienne Powder Puffs, velvet . . .15c 2 for 16c
- ☐ Adrienne Finishing Cream, 3 1/4 oz. .75c 2 for 76c
- ☐ Adrienne Foundation Cream, 4 oz. .75c 2 for 76c
- ☐ Adrienne Skin Soft. Cream, 3 1/4 oz. .75c 2 for 76c
- ☐ Adrienne Astringent, 4 oz.75c 2 for 76c
- ☐ Adrienne Hand Cream, 3 1/4 oz. .75c 2 for 76c
- ☐ Adrienne Liquid Brillantine, 2 oz. .75c 2 for 76c
- ☐ Adrienne Bath Salts, 13 oz. . . \$1.00 2 for \$1.01
- ☐ Adrienne Talcum, 3 oz.50c 2 for 51c
- ☐ Adrienne Powdered Perfume, 1 oz. 85c 2 for 86c
- ☐ Adrienne Bath Powder, 7 1/2 oz. \$1.00 2 for \$1.01
- ☐ Adrienne Cologne, 4 oz. . . . \$1.00 2 for \$1.01
- ☐ Garden Spice Perfume50c 2 for 51c
- ☐ Lavie Cologne, 4 oz. \$1.00 2 for \$1.01
- ☐ Rexall Cream Deodorant50c 2 for 51c
- ☐ Lavender Deodorant Cologne, 4 oz. 75c 2 for 76c
- ☐ Dainty Deodorant Powder, 4 oz. .35c 2 for 36c
- ☐ Rexall Liquid Deodorant, 2 oz. .35c 2 for 36c
- ☐ Theatrical Cold Cream, 16 oz. \$1.00 2 for \$1.01
- ☐ Mascal's Hand Cream, 6 1/4 oz. .50c 2 for 51c
- ☐ Lanolin Soap, 4 1/2 oz. bar box 3 .75c 2 for 76c
- ☐ Lavender Toilet Soap, box 3 . . .59c 2 for 60c
- ☐ Glycerine & Rose Water, 4 oz. .37c 2 for 38c
- ☐ Hand Lotion, Mascal's, pt. . . .59c 2 for 60c
- ☐ Rexall Lotion, lanolin 1 oz. . . .25c 2 for 26c
- ☐ Violet Gerate Cream, 3 1/4 oz. .85c 2 for 86c
- ☐ Lavender Talcum, women's . . .35c 2 for 36c
- ☐ Lavender Bath Salts, 13 oz. . . \$1.00 2 for \$1.01
- ☐ Lavender Body Powder, 1 lb. . \$1.00 2 for \$1.01

BABY NEEDS

- ☐ Rexall Baby Cough Syrup, 3 oz. .30c 2 for 31c
- ☐ Rexall Baby Laxative, 3 oz. . . .35c 2 for 36c
- ☐ Hall's Borated Talc, lb.49c 2 for 50c
- ☐ Rexall Baby Powder, 4 oz. . . .29c 2 for 30c
- ☐ Rexall Baby Cream, 1 oz.29c 2 for 30c
- ☐ Antiseptic Baby Oil, 6 oz. . . .57c size 2 for 58c

PRICES, ITEMS AND DATES MAY VARY SLIGHTLY IN CANADA

Super Value REXALL Mi-31

All-Around Antiseptic

Tangy, Amber-Colored Mi-31 . . .
 Kills contacted germs almost instantly when used full strength

Reg. 69¢ pint
2 For 70¢



ADRIENNE BEAUTY AIDS

ANY 2 IDENTICAL ITEMS

Reg. 75¢ ea.

2 For 76¢

FACE POWDER . . . 5 shades
 CLEANSING CREAM 3 ounces
 COLD CREAM . . . 3 ounces
 SKIN LOTION . . . 4 ounces
 LIPSTICK 4 shades
 PERFUME 1/4 ounce



You get twice as much

Hundreds of twin bargains like these. TWO ITEMS for the price of one plus 1c. Double the value for a penny more! It's all regular Rexall branded merchandise. No substitutes in the original 1c Drug Sale. Team up

REXALL REMEDIES

- ☐ Rexall Corn Solvent, 1/4 oz.29c 2 for 30c
- ☐ Rexall Foot Powder, 4 oz.29c 2 for 30c
- ☐ Rexall Gargle, 8 oz.69c 2 for 70c
- ☐ Rexall Little Pills, lax. 100's . . .29c 2 for 30c
- ☐ Rexall Rex-Rub, ath. lin. 6 oz. . .89c 2 for 90c
- ☐ Rexall Nose Drops, 1 oz.43c 2 for 44c
- ☐ White Pine & Tar Compound, Month. 79c 2 for 80c
- ☐ Rexall Nasal Spray, 1 1/4 oz. . . .29c 2 for 30c
- ☐ Rexall Rex-Tonic, tonic pt. . . \$1.25 2 for \$1.26
- ☐ White Pine Tar & Wild Cherry, Cough Syrup 3 oz.39c 2 for 40c
- ☐ Rexall Acid-Dyspepsia Mix., 4 oz. 65c 2 for 66c
- ☐ Rexall Acid-Dyspepsia Tabs., 50's 59c 2 for 60c
- ☐ Rexall Analgesic Liquid, lin. ment 57c 2 for 58c
- ☐ Rexall Bunion Pads, 6 s.33c 2 for 34c
- ☐ Rexall Callus Pads Z.O., 60's . . .33c 2 for 34c
- ☐ Rexall Castor Oil Aromatic . . .43c 2 for 44c
- ☐ Cathartic Comp. Pills, N.F. laxative 45c 2 for 46c
- ☐ Rexall Corn Pads Z.O., medicated 33c 2 for 34c
- ☐ Rexall Eye Drops, 1 oz.33c 2 for 34c
- ☐ Rexall Gypsy Cream Lotion, 8 oz. .59c 2 for 60c
- ☐ Rexall Headache Tablets, 24's . . .29c 2 for 30c
- ☐ Iron, Liver, Bone Marrow, tonic 8 oz. 2 for \$1.30
- ☐ Rexall Iso-Phedrin, nasal 1 oz. .75c 2 for 76c
- ☐ Rexall Ka-Ko-Kaskets, lax. 60's . .29c 2 for 30c
- ☐ Rexall Laxative Cold Capsules, 20's 79c 2 for 80c
- ☐ Rexall Nasal Jelly, 1/4 oz.29c 2 for 30c
- ☐ Rexall Penetrating Liniment, 3 oz. 35c 2 for 36c
- ☐ Rexall Peptoma, pt. \$1.25 2 for \$1.26
- ☐ Rexall Toothache Drops, lg.25c 2 for 26c

Victoria WATER BOTTLE

Moulded of sturdy red rubber

2 qt.
 Reg. \$1.89



2 For \$1.90

Cascade Elite LINEN POUND PAPER

50 sheets of Smartest Stationery

Reg. 65¢

2 for 66¢

Matching envelopes 50's—2 for 64¢



LAVENDER MENTHOLATED SHAVE CREAM

Lather or Brushless

3 1/4 oz.
 Reg. 49¢



2 For 50¢

Low on Rubbing Alcohol?

ALCO-REX RUBBING ALCOHOL

A cooling and invigorating rub for athlete or invalid. Evaporates rapidly.

Reg. 39¢ pint
2 For 40¢



In the Blue Bottle

REXALL MILK OF MAGNESIA

Rexall's formula bans disagreeable taste, makes this popular laxative-antacid creamy, fluffy, pleasant to take.

Reg. 39¢ pint
2 For 40¢

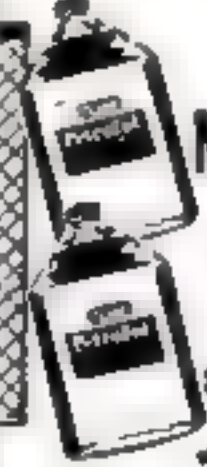


STATIONERY SAVINGS

- ☐ Lord Baltimore, 24 flat sheets, 24 envelopes . . .75c 2 for 76c
- ☐ Linen Envelopes, 5 1/2 inch, 25's . . .20c 2 for 21c
- ☐ No. 10 Envelopes, 18's15c 2 for 16c
- ☐ Writing Paper, patterned, 24 fold. sheets, 24 env. . . \$1.00 2 for \$1.01
- ☐ Ink, washable or permanent 3 oz. 15c 2 for 16c
- ☐ Notes, 24 folded notes, 24 env. . .70c 2 for 71c
- ☐ Tablet, Rexall Leader, 8x10" . . .10c 2 for 11c
- ☐ Correspondence Cards, Cascade 12 gold edged, 12 silver, 24 env. .65c 2 for 66c
- ☐ Floral Stationery, letters or notes .25c 2 for 26c
- ☐ Royalton, 24 lg. flat sheets, 24 env. 85c 2 for 86c
- ☐ Lead Pencils, Old Colony5c 2 for 6c

Double Value on Famous REXALL PETROFOL MINERAL OIL

Specially refined for heavier body. Gives prompt, gentle relief. Non-irritating.



Reg. 59¢ pint
2 For 60¢

- ☐ Rubber Gloves Rex-Maid, household, pr. 75c 2 for 76c
- ☐ Rexall Puretest Rubbing Alcohol, pt. 59c 2 for 60c
- ☐ Rexall Puretest Mineral Oil . . . 85c size 2 for 86c
- ☐ Opalite Combs, rattail or dressing . . 10c 2 for 11c
- ☐ White Envelopes, Medford 6 1/2" 22's . 10c 2 for 11c
- ☐ Rexall Spirits Camphor, 1 oz. . . .35c 2 for 36c
- ☐ Rexall ABDG Caps, multi-vit. \$1.65 size 2 for \$1.66
- ☐ Rexall Soda Mints, for acid indig. 140's 35c 2 for 36c
- ☐ Rexall Analgesic Balm50c 2 for 51c
- ☐ Rexall Zinc Oxide Oint. tube . . .25c size 2 for 26c
- ☐ Rexall Tincture Iodine, mild, 1 oz. . .25c 2 for 26c

YOU CAN DEPEND ON ANY DRUG

GREATEST SALE

STORE IN THE U.S.A.

SALE DAYS
WED. OCT. 19
THURS. OCT. 20
FRI. OCT. 21
SAT. OCT. 22

For a penny more...

with friends and share the savings. Stock up now for months ahead. Use this advertisement as your shopping list... check the items you need and bring it along to your family Rexall Drug Store. Sale starts Wednesday, October 19!

KLENZO NYLON TOOTHBRUSH

Medium Size—Assorted Shapes



Reg. 15¢

2 For 16¢

Stock Up

REXALL PURETEST ASPIRIN

Fast relief from simple headaches! In laboratory tests, disintegrated completely faster than any other brand tested.

Reg. 49¢ 5-grain 100's

2 For 50¢



MEDICINE CHEST STAPLES

- Rexall Cold Tablets, 24's. 33c 2 for 34c
- Rexall Milk of Magnesia Tabs, 25c size 2 for 26c
- Rexall Alum, Lump or Powder, 4 oz. 20c 2 for 21c
- Rexall Aspirin Tablets, 5 gr., 36's. 25c 2 for 26c
- Rexall Compound Licorice Pow., 3 oz. 30c 2 for 31c
- Dicalcium Phosphate Wafers, 36's. 50c 2 for 51c
- Rexall Epsom Salt, 4 oz. 15c 2 for 16c
- Rexall Essence Peppermint, 1 oz. 45c 2 for 46c
- Rexall Glycerin, 3 oz. 45c 2 for 46c
- Glycerin Suppositories, 12's. 35c 2 for 36c
- Rexall Mustard Powder, 4 oz. 25c 2 for 26c
- Rexall Rhinitis Tablets, 30's. 29c 2 for 30c
- Rexall Boric Acid Solution N.F., 4 oz. 25c 2 for 26c
- Rexall Tincture Green Soap, 4 oz. 35c 2 for 36c
- Rexall GE-7 Effervescent Carbonates Compound, (Cit.) alkalizer-antacid, 10 oz. \$1.08 2 for \$1.09
- Rexall Eudcalma Cream, 1 1/2 oz. 50c 2 for 51c
- Rexall Saccharin Tabs., 1/4 gr. 1000's 2 for \$1.04
- Rexall Twin-Tabs., lax. 36's. 25c 2 for 26c
- Rexall Milk of Magnesia, Puretest pt. 50c 2 for 51c
- Eu-Dol Liquid Surgical Soap, 85c size 2 for 86c
- Cascara Sagrada, flu d ext. 4 oz. 75c 2 for 76c
- Rexall Cold Sore Lotion, 1/4 oz. 29c 2 for 30c
- Rexall Hygienic Powder, 6 oz. 65c 2 for 66c

REXALL REMEDIES

- Rexall Vapo- 1/4 oz. 59c 2 for 60c
- Rexall White Liniment, 4 oz. 33c 2 for 34c
- Rexall Quick-Acting Plaster 50c 2 for 51c
- Rexall Rex-Soltzar, alkalizer 25's. 54c 2 for 55c
- Cherry Bark Cough Syrup, 8 oz. 79c 2 for 80c

HOUSEHOLD BUYS

- Pine Oil Disinfectant, No. 6 pt. 95c 2 for 96c
- Fountain Syringe, 2 qt. \$2.19 2 for \$2.20
- Speed Glaze, auto polish pt. \$1.00 2 for \$1.01
- Wickstyle H H Deodorant, 6 oz. 59c 2 for 60c
- Eikay's Insecticide 5% DDT 49c size 2 for 50c

FIRST AID NEEDS

- Rexall Carbolle Salve, 2 oz. 35c 2 for 36c
- Rexall Surgical Powder, 3 oz. 57c 2 for 58c
- Rexall Rex-Salvine, for burns 1 1/2 oz. 49c 2 for 50c
- Rexall Surgical Powder, 1 oz. 25c 2 for 26c
- Rexall Mercurochrome, 1/4 oz. 25c 2 for 26c

DRUGS & CHEMICALS

- Rexall GE-7 Effervescent Carbonates Compound Citrated antacid, 5 oz. 69c 2 for 70c
- Rexall Saccharin Tablets, 1000's 1/4 gr. 86c 2 for 87c
- Rexall Cascara Sagrada, 5 gr. 100's. 81c 2 for 82c
- Rexall Monacet Comp. Tabs., 25's. 29c 2 for 30c
- Rexall No. 6 Disinfectant pt. 64c 2 for 65c
- Rexall Sodium Bicarbonate lb. 33c 2 for 34c

- Rexall Boric Acid, powd. or crys. 4 oz. 29c 2 for 30c
- Rexall Hydrogen Peroxide USP 3% pt. 45c 2 for 46c
- Rexall Rexillana Cough Syrup, 4 oz. 59c 2 for 60c
- Rexall Cold Tablets, Special 30's. 39c 2 for 40c
- Rexall Castor Oil, mild-action, . . 35c size 2 for 36c
- Rexall Beef, Wine & Iron, . \$1.40 size 2 for \$1.41
- Rexall Witch Hazel, astringent . . pt. 50c 2 for 51c
- Rexall Camphorated Oil, . . . 55c size 2 for 56c
- Rexall Eyelo, soothes, cleanses eyes, 8 oz. 59c 2 for 60c
- Cascara Comp., Hinkle N.F. lax., 100's 45c 2 for 46c
- Rexall Briten Tooth Powder, 2 1/2 oz. can 29c 2 for 30c

For Soft, Smooth Hands

SILQUE HAND LOTION

Delicately scented, not sticky or greasy. Big 6-oz. size.



Reg. 59¢

2 For 60¢

Helen Cornell

ESTROGENIC

HORMONE CREAM

7500 I.U. of natural estrogenic hormones in every ounce

1 1/2 oz.



Reg. \$1

2 For \$1.01

Ruby-Red, Cinnamon

Flavored

KLENZO Antiseptic

Ideal mouthwash — destroys contacted germs — refreshes.

Reg. 69¢ pint

2 For 70¢



BUY NOW FOR DOUBLE VALUE CHRISTMAS CARDS



MEDFORD

Box of 25

Reg. 50¢

2 Boxes 51¢

CASCADE

Box of 21

Reg. \$1

2 For \$1.01

REXALL EPSOM SALT MEDICINAL

New process eliminates much of bitter taste and odor found in ordinary epsom salt. FULL POUND 37c Size

2 For 38¢



REXALL PURETEST COD LIVER OIL

Contains Vitamin A and D

High Potency \$1.75 size

2 For \$1.76



Rexall

DRUGGISTS OF AMERICA

Prices listed in this advertisement that refer to size or value represent the manufacturers suggested full retail price. Cosmetic items are subject to Federal Tax. Rexall Drug Co., Los Angeles 48.

PRODUCT THAT BEARS THE NAME REXALL



MURRAY'S WIFE, free on \$15,000 bail, claims that she knew nothing of husband's smuggling activities. She has two children by her marriage to Murray, one daughter by an earlier marriage.



THE OTHER WOMAN, Carol Varga, star of X-File Pictures, met Murray while making a movie on his yacht *Mistress*, used in gunrunning. She told police she was unaware of his marriage.



THESE THREE WATCHDOGS GAVE THE POLICE FIRST CLUE TO MURDER.

THE CASE OF THE

In the pregnant stillness of the Philippine night the home of wealthy, 30-year-old George Murray lay in darkness. The three fierce Boxer watchdogs (above) were silent; their owner, stretched half-naked on his bed, was asleep. Suddenly four shots banged out. Murray never felt the quick transition from sleep to death; he lay as before, only now his trickling blood was staining the sheets dark red.

By last week, nearly two months later, Murray's murder was still front-page news. A routine police investigation quickly turned up a major scandal, with investigators following two lines of inquiry. One resulted in a murder charge; the other set some of the top figures in Philippine political life to quaking in their rattan chairs. First it was revealed that Murray, an ex-CID agent of the U.S. Army who had come to Manila after the war and married Ester del Rosario, a rich and beautiful young widow, had made his pile in gunrunning. Documents at his home showed him to be a key man in a multimillion-dollar arms ring covering most of Southeast Asia (LIFE, Sept. 26). Then it was found that



MURRAY AND VARGA were habitués of nightspots and gambling clubs. On eve of murder, she said, he spoke of death, said he wanted to die in her arms.



DESPITE THEIR USUAL ALERTNESS, THEY FAILED TO BARK AT KILLER

SILENT BOXERS

the ring, which had pilfered huge amounts of surplus arms turned over to the Philippines by the U.S., had bribed officials ranging from customs agents to brass hats in the police, the government and the army.

But who had blown the lid off by killing Murray? A housemaid recalled the strange silence of the watchdogs. Could they have known the murderer? Other clues turned up (next page). Murray had been deeply involved with a movie star named Carol Varga—by her own story he had even promised her marriage. And at the scene had been found a woman's left-hand glove; police said that its mate, discovered later, still showed traces of gunpowder despite having been washed. Bit by bit detectives put together the age-old story of *The Other Woman*, and at last Mrs. Murray was arrested. Police believed that the gloved hand of the jealous young wife had fired the shots which ended Murray's career. With a national election coming up in November, those officials involved in increasingly lurid accounts of bribery and corruption wondered if the same shots also meant death to their careers in public life.



MURRAY'S CORPSE, pierced by shots from his own gun, lay on bed. Half hid len under left leg is his diary, with vital evidence, which later disappeared.

CONTINUED ON NEXT PAGE

Fashion

with an
added
attraction

...FIT!



Princess \$8.95



Betsy \$9.95



Kay \$9.95

Fit for a fashion queen . . . these style-fresh shoes with the wondrously comfortable fit that's yours when you choose from ENNA JETTICKS foot-keyed lasts and wide size range. Try . . . buy . . . these big-value shoes at the nearest dealer's.

ENNA JETTICK SHOES, INC.
Auburn, N. Y.

Some ENNA JETTICK Styles
are made in sizes 1 to 12
widths AAAAA to EED

\$7.95 to \$9.95

THOSE COMFORTABLE

Enna Jetticks
America's Smartest Walking Shoes

Copyright

LOOK! "COMPLETE DINNER"

Includes nourishment from beef, milk, fish, soya and cereal products

GRO-PUP

RIBBON



He loves meat-brown
GRO-PUP RIBBON!

Firm muscles!

Vigor and play!

Every food need
for health!

Bright eyes!

Good teeth!

Strong bones!

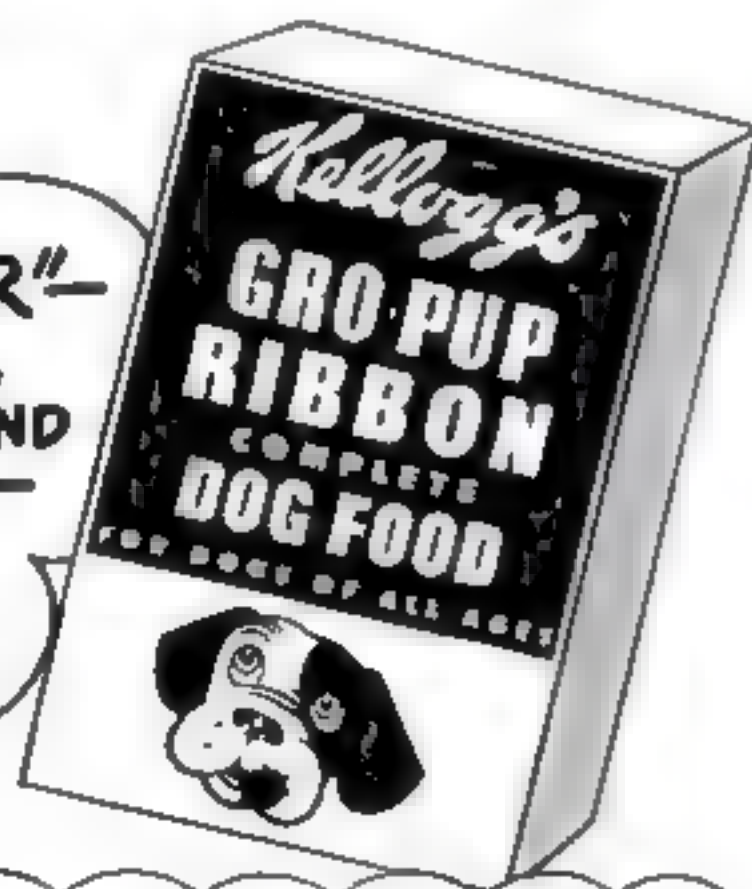
Glossy coat!

"COMPLETE DINNER" because Gro-Pup Ribbon has every food factor dogs need for health. No matter what his age, size or breed, your dog needs no other food when you feed this crunchy, tasty dinner!

GRO-PUP RIBBON is naturally savory because the proteins come from beef, as well as from milk, fish and soya!

SAVINGS, TOO. Costs only 7¢ a day to feed "complete dinner" Gro-Pup to a family pet the size of a Terrier. You save up to 40% over most canned dog foods. Start your dog on this tasty, nourishing "complete dinner" today.

"COMPLETE DINNER"—
ALL THE VITAMINS,
MINERALS, PROTEINS, AND
FATS MY DOG NEEDS—
AND I SAVE UP
TO \$1 A WEEK!



BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE
DOG FOOD MADE... A SCIENTIFIC *Kellogg* PRODUCT

Manila Murder CONTINUED

CLUES REVEALED MURRAY'S PAST



U.S. AMMUNITION in Murray's home included bullets and hand grenade (center). Also found were falsified import permits and arms purchase orders.



DISCARDED GLOVE lying at foot of chair in Murray's bedroom testified his wife. This one showed no trace of powder, but its mate, found in her bed.



QUIET FUNERAL was attended by few friends and associates. Mrs. Murray stayed in her car. Murray's stepdaughter (center) was only one who wept.

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! Buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much more real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! It's a finer, milder, more enjoyable cigarette!

L. MURRAY MANGUM, independent tobacco buyer of Oxford, N. C., says: "Year after year, I've seen the makers of Luckies buy the kind of tobacco that tastes good and smokes good!" Mr. Mangum has smoked Luckies for 20 years. Here's more evidence that Luckies are a finer cigarette!



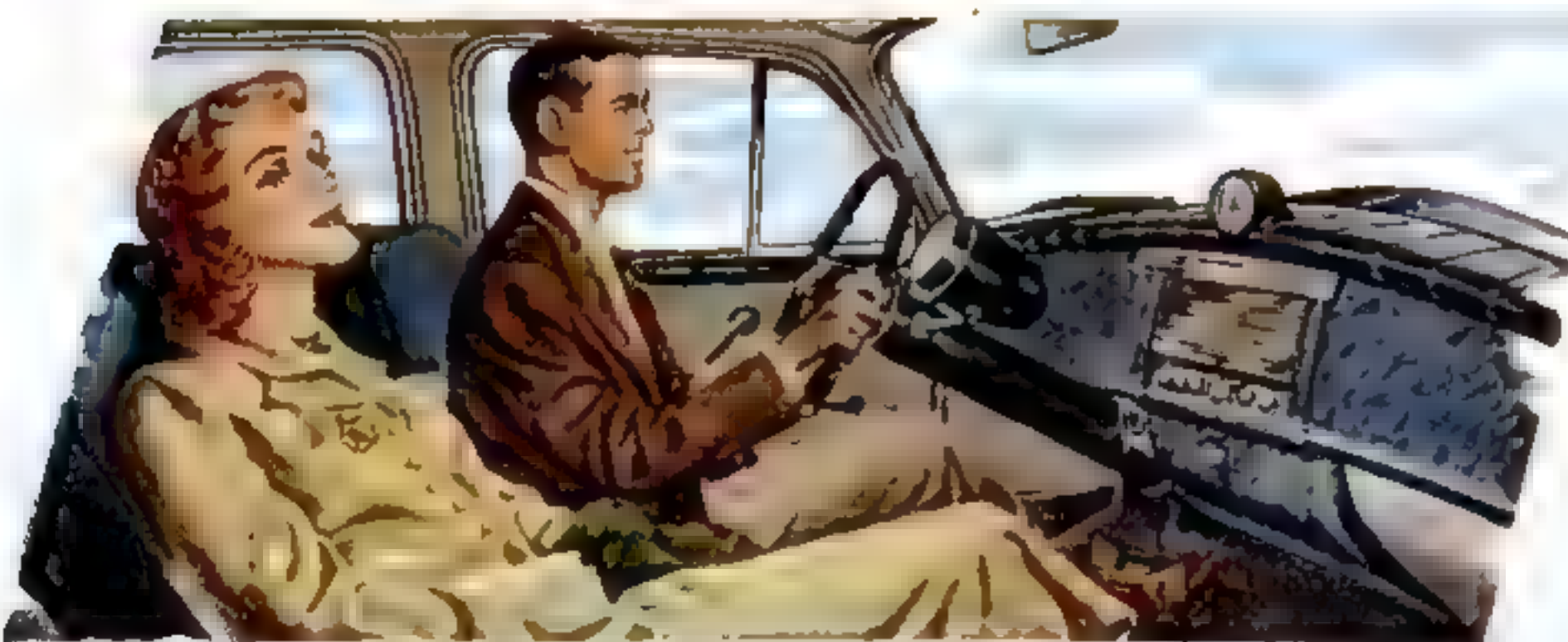
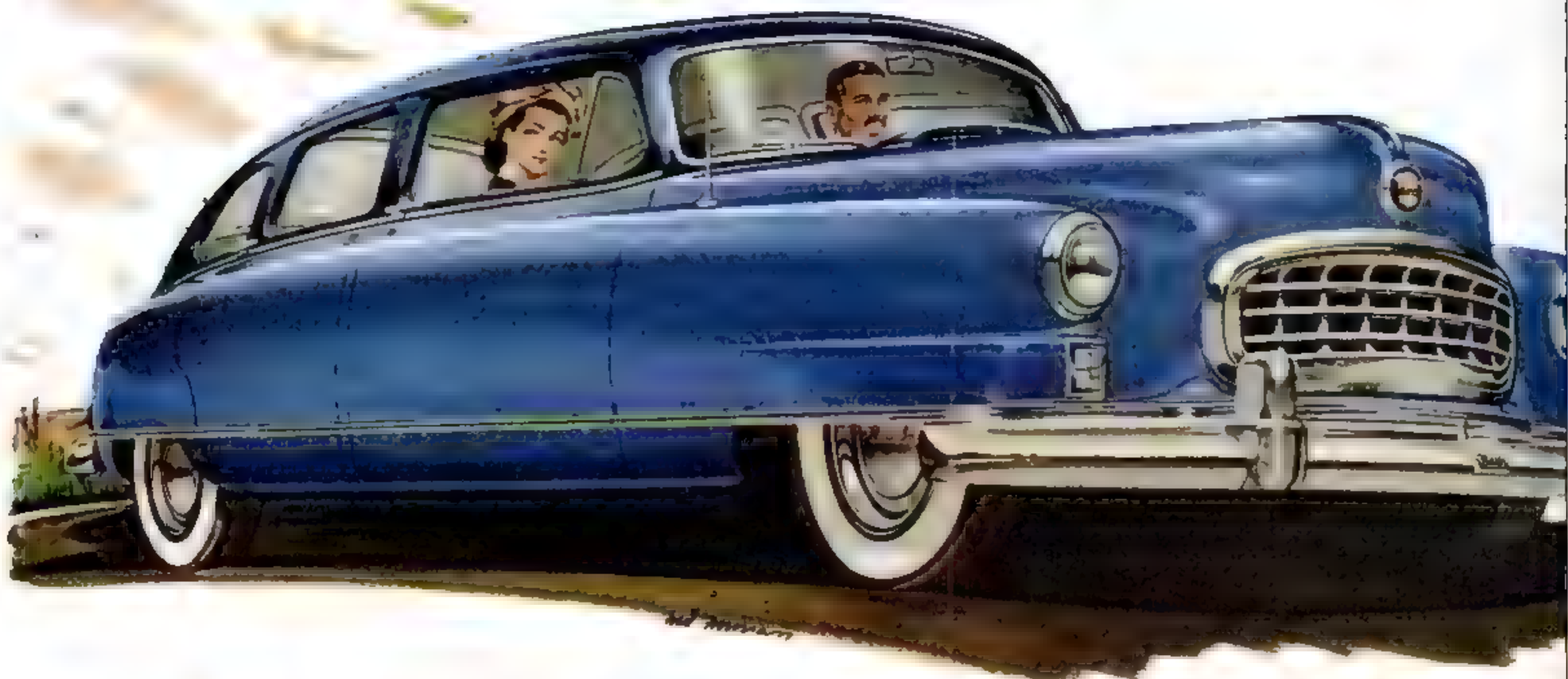
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L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw

AIRFLYTE CONSTRUCTION

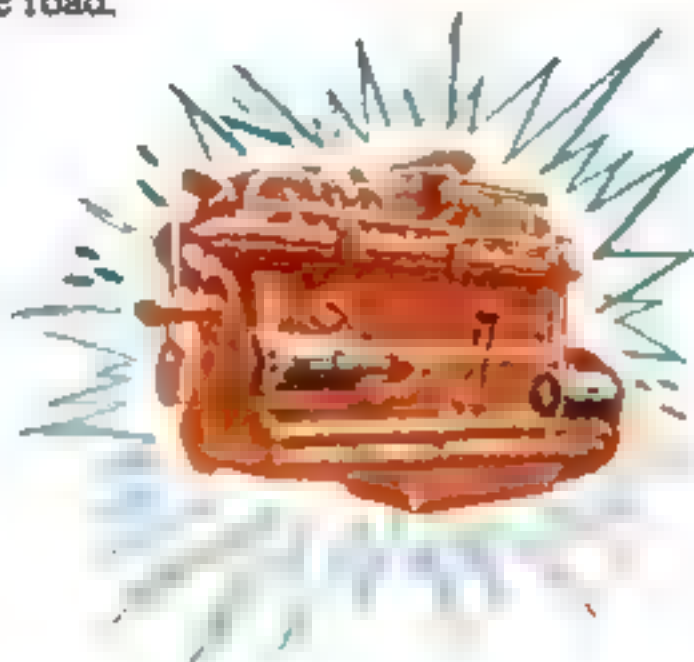
NOW BRINGS YOU 1950'S MOST MODERN CARS!



WITH
*NEW SUPER-POWER

★ *You Never Saw This Before!* It's a Sky-Lounge in the 1950 Nash Airflyte. Your airliner reclining seat (optional) has five positions. The seats can become Twin Beds. Note the wide curved *undivided* windshield, exclusively Nash in all models. Note the glove locker that *pulls out*, instead of spills out. For safety, knobs are cleverly recessed, and all driving dials are housed in the Uniscope which keeps your eyes on the road.

★ *New Super-Power!* Exclusive Nash engine developments, pioneer in high compression for a third of a century, make the 1950 Airflytes veritable power-houses. Both the Nash Ambassador and Nash Statesman challenge you to the driving thrill of a lifetime!



★ *See the Daring Decorator Interiors*, in a variety of distinctive color combinations. The curved rear window is 10 inches wider than last year. You have never known such quiet in a moving car before, and thanks to coil springing on all four wheels, your ride is always level and smooth.



Get behind the wheel of a 1950 Nash, and take it out where the going's tough—where the road is a rubble of ruts and bumps . . . where the curves snap back in hairpin turns and the hills leap up to the clouds.

There's where you'll learn the new difference in automobiles—*Airflyte Construction*.

Here is roadability undreamt of in yesterday's cars—the anchored-to-the-road feel . . . the hushed, rattle-free quiet . . . the solid strength and safety only Airflyte Construction makes possible.

You drive through the air with 20% less wind-resistance than the average car of current design, with less wind roar, at less fuel cost. That's Airflyte, and Airflyte alone!

Check your gas. You're realizing economy never possible before

—more than 25 miles to a gallon at average highway speed, in a big, six-passenger Nash Statesman Airflyte.

And now there's blazing new power to match! The *newest* High-Compression Engines—and a new Seal-Flex oil ring that means new engine performance and economy for twice as many miles.

And now, too, in the Nash Ambassador Airflyte—you can have Hydra-Matic Drive—the greatest of all driving conveniences—that ends clutch pedal and gear-shifting for good!

See all that's new in Nash for 1950. The amazingly spacious Sky-liner Lounge, with five-position reclining seat. The Uniscope. The new Weather Eye System—and 23 other new things you'll like. Two great new series at your Nash dealer's now. Know what motoring tomorrow will be like by driving an Airflyte *today*.

ONE SINGLE WELDED UNIT!

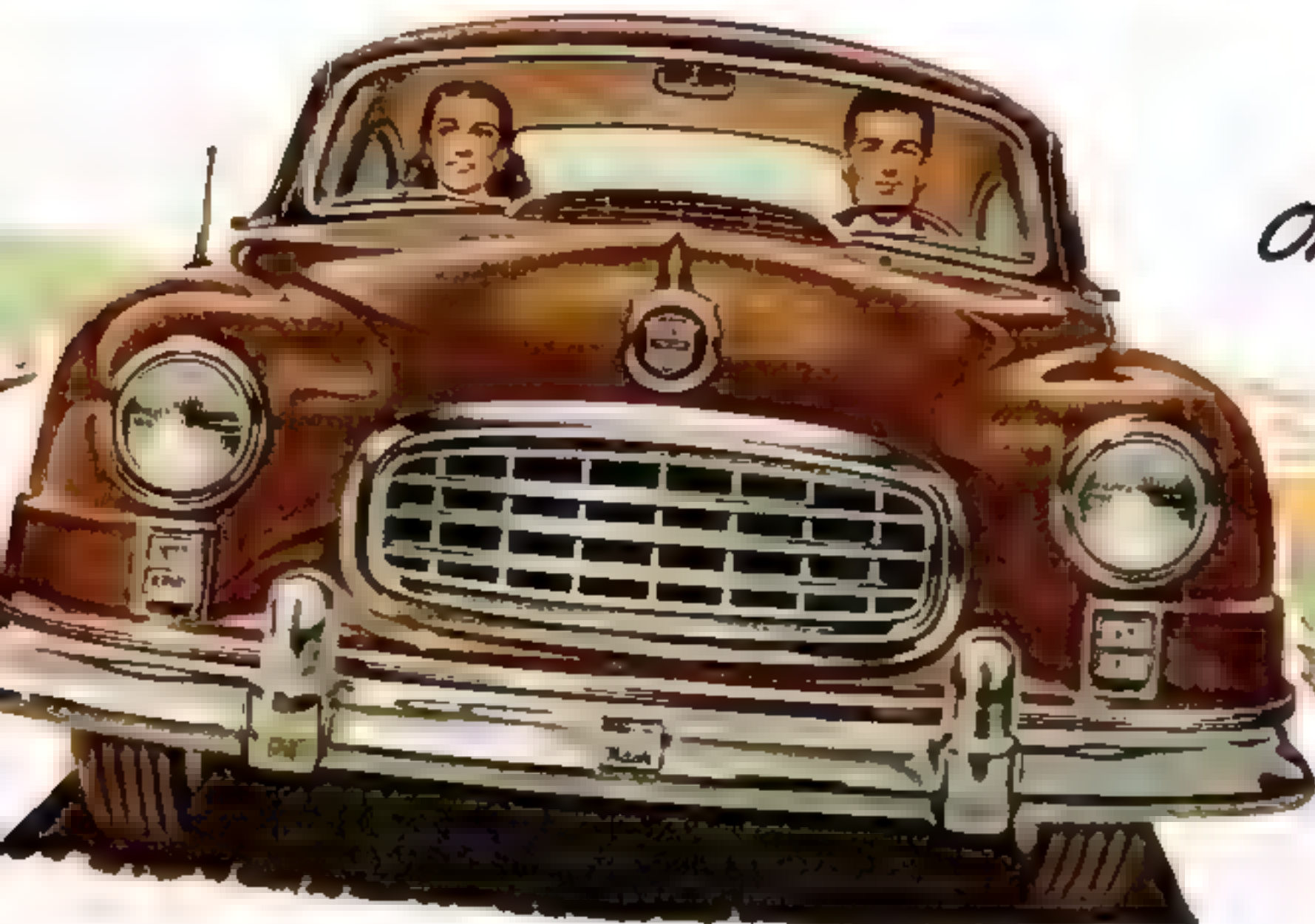


*Stronger—
weighs less!*

Different from all others, in Nash the entire frame and body, floor, roof, rear fenders, pillars are here built as a single, rigid welded unit, squeak-free and rattle-proof. It has 1½ to 2½ times the torsional strength of ordinary automobile construction. Gives new safety, new economy, makes possible a softer, smoother ride. And Nash is the world's only car with Airflyte Construction.

HYDRA-MATIC DRIVE

ENGINES *SKY LOUNGE INTERIORS *AIRFLYTE RIDE



ON DISPLAY TODAY

Nash

*The Statesman
The Ambassador*

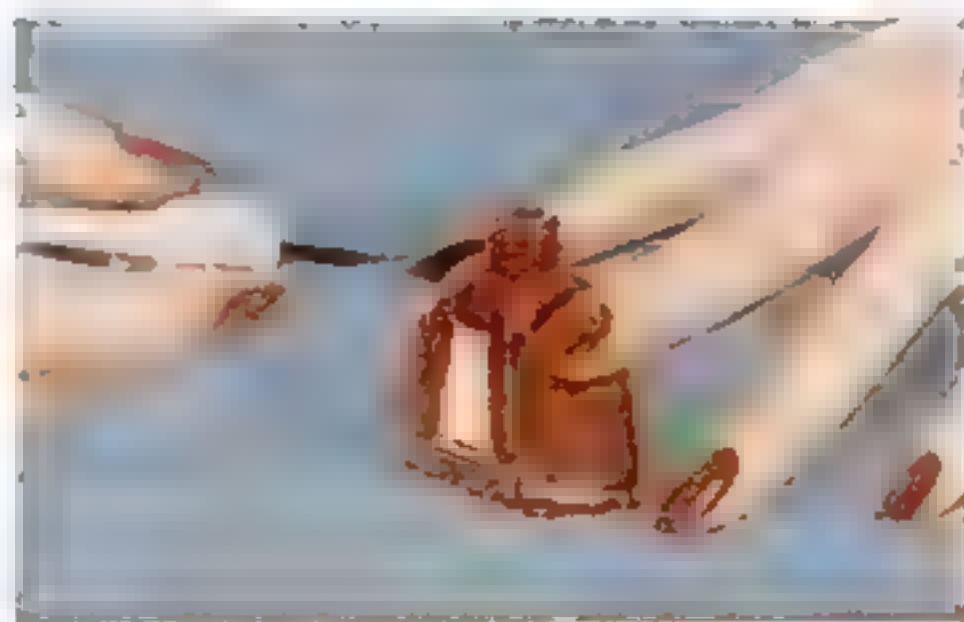
GREAT CARS SINCE 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.

longer lasting...it's genuine lacquer

For finger tips that stay lovelier longer,
the new word is Chen Yu. Faster drying,
harder setting, extra brilliant...it's genuine
lacquer, *made* to last longer. Extra safe, too!

12 fabulous new fashion-cued colors...
lighter, brighter, fashion-smarter...in
Chen Yu's functional new finger-rest container
for quicker, cleaner, easier application.

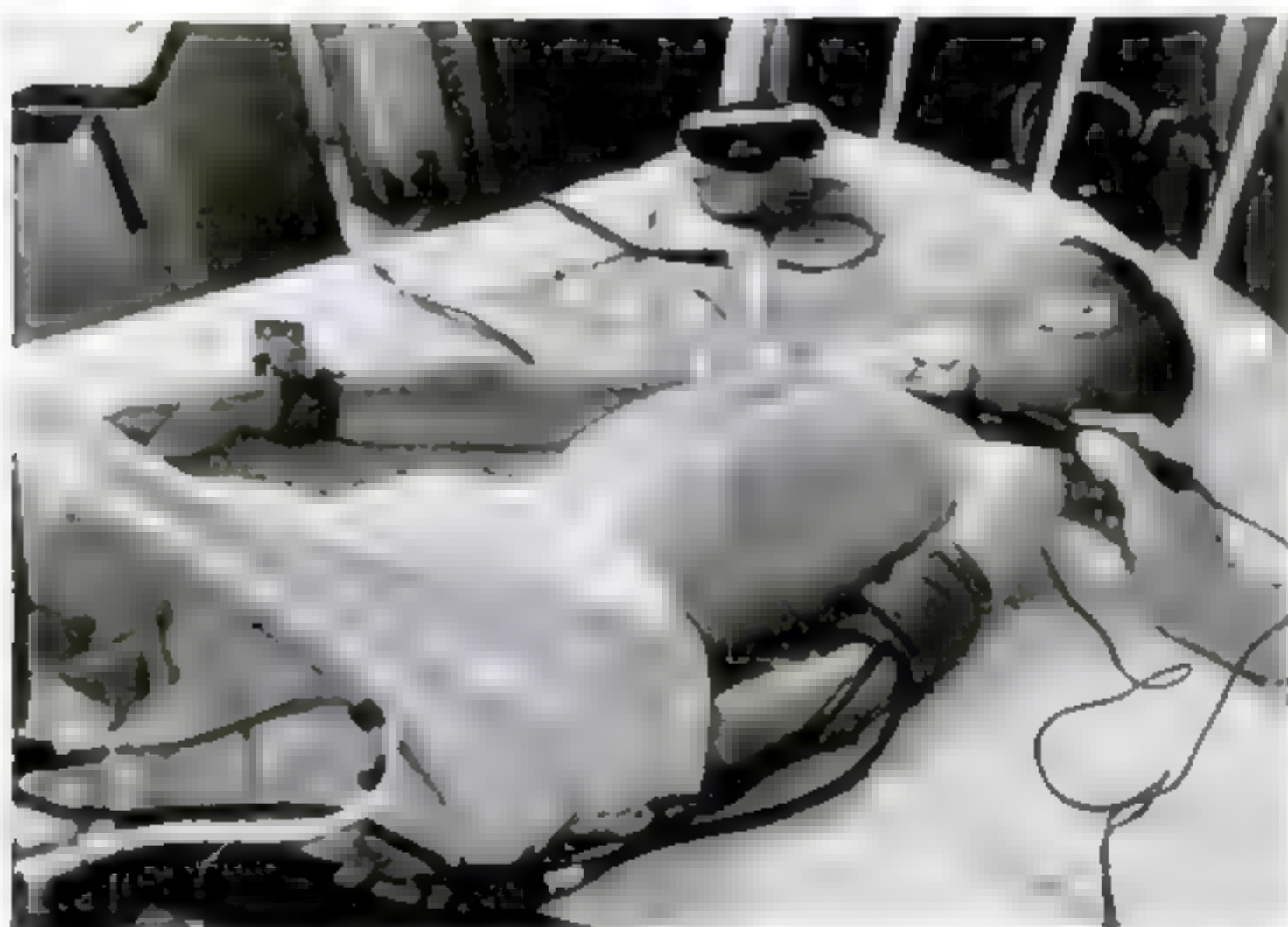
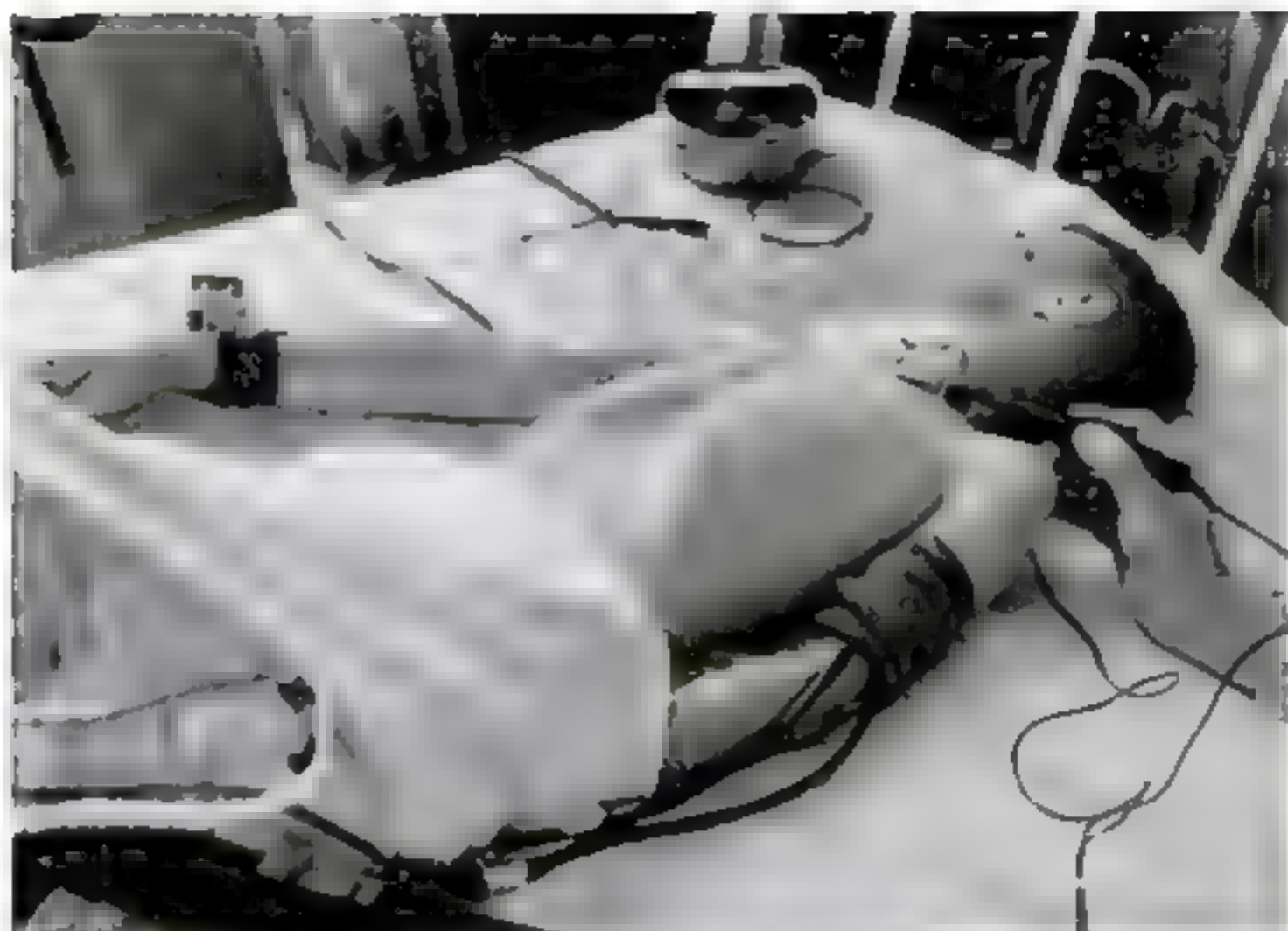


Chen Yu Nail Lacquer, 60c*
Chen Yu matching lipstick
with the stay-fresh look, \$1.00*

CHEN YU, INC., A DIVISION OF RICHARD HUDNUT



SHE'S WEARING CHEN YU'S BRILLIANT NEW CHAMELEON-LIKE "CHINESE RED" ON LIPS AND FINGER TIPS... HAPPY HARMONY WITH ALL THE RED-GOLD TONES OF FALL.



POLIO VICTIM Bruce Plater breathes deeply as electrode makes his diaphragm relax (above) and contract (below). Eight weeks later he was walking again (right).

BREATHING BY ELECTRICITY

New respirator helps save a young polio victim

Last July, at the height of this year's record polio epidemic, a 9-year-old boy named Bruce Plater was brought to The Children's Hospital in Boston, desperately ill with bulbar poliomyelitis—the most dangerous form of infantile paralysis. The respiratory centers of his brain were affected. His doctors knew that unless he could be helped to breathe he would die. An iron lung was available, but in this case it might have been useless or even harmful, for its rhythmic pumping action might conflict with the child's own erratic breathing. For this reason the hospital staff decided to try a completely new kind of respirator: an electronic device which could produce normal breathing by directly stimulating the phrenic nerve, which leads from the brain to the diaphragm. They pressed a small electrode against the boy's neck and turned on a minute and carefully controlled electric current. Immediately Bruce's gasping ceased and his breathing became deep and even (above). For three days and nights the doctors kept the electrode in place. Then Bruce was able to breathe by himself. Last month, almost fully recovered (right), he was strong enough to walk beside his mother along the hospital corridor.

The device that helped to save Bruce's life, called the Electrophrenic Respirator, was developed by Drs. Stanley S. Sarnoff, James L. Whittenberger and Esther Hardenberg at Harvard's School of Public Health, the institution that produced the iron lung 20 years ago. Smaller and simpler than other respirators, it consists only of an electrode and a compact control box which regulates the electric pulses which cause the rhythmic contraction of the diaphragm (next page). Though it will not replace the iron lung, the new machine has advantages of its own. It can be used to maintain breathing during brain surgery. It may help newborn babies take their first breath. But perhaps its broadest application, once it is in commercial production, will be in emergency cases. Light enough to be carried to the scene of an accident, it may be used to resuscitate victims of drowning, asphyxia and electrocution.



BACK ON HIS FEET, with no ill effects but the weakness caused by his long illness, Bruce tries a few steps with his mother before going home to complete his recovery.



"I didn't think I played piano well enough

When I think about all the enjoyment I've missed by not adding a Solovox to my piano sooner, I could kick myself!

I didn't think I played the piano well enough to make a Solovox worthwhile. But one day I went into our music store.

The manager urged me to try the Solovox. I just took a piece of music,

played the left hand part on the piano and the right hand solo on the Solovox.

I was amazed! Playing the Solovox was easy. It really sounded as if I were playing a violin solo right along with the piano. Cello, clarinet, flute, even organ, too. In fact, everything I played sounded better!



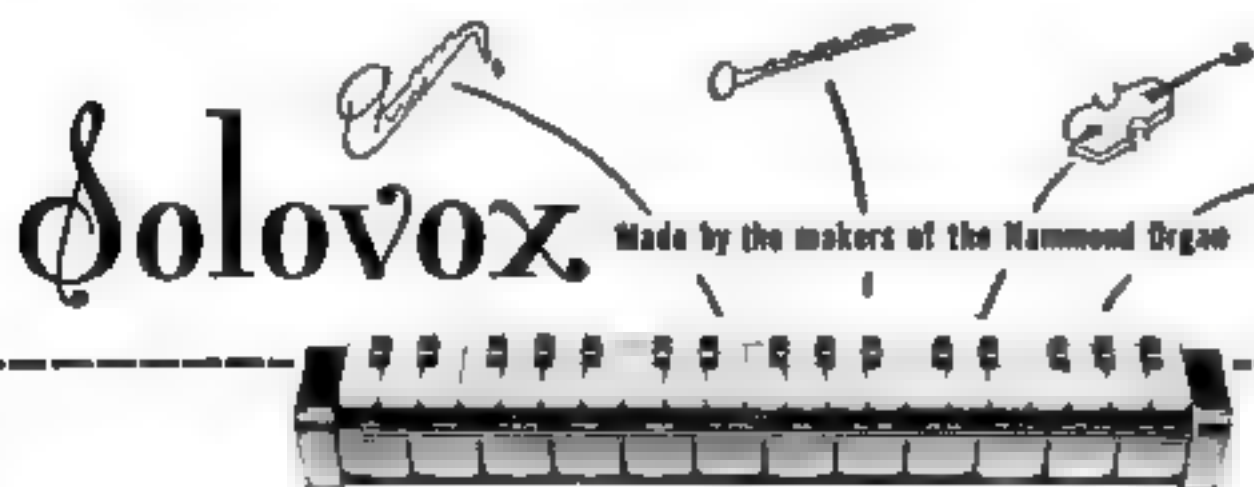
but you should hear me now"

Yes, I bought a Solovox! Guess a lot of folks would do the same if they realized even dubs like me get a whole of a lot more enjoyment from their pianos when they add the Solovox.

I also play the piano more than I ever used to—piano alone, I mean. I keep the Solovox right on the piano. Doesn't

affect regular piano playing at all.

But why wait like I did? Get acquainted with the Solovox right away! Go to your dealer. Tell him you want to play the Solovox yourself. Buy it on convenient terms, if you like. And mail the coupon to get all the details about the Solovox.* Better do it today!



Hammond Instrument Company, 4240 W. Diversey Ave., Chicago 39, Illinois
Without obligation, please send me full information about the Solovox.

Name and Address _____

City _____

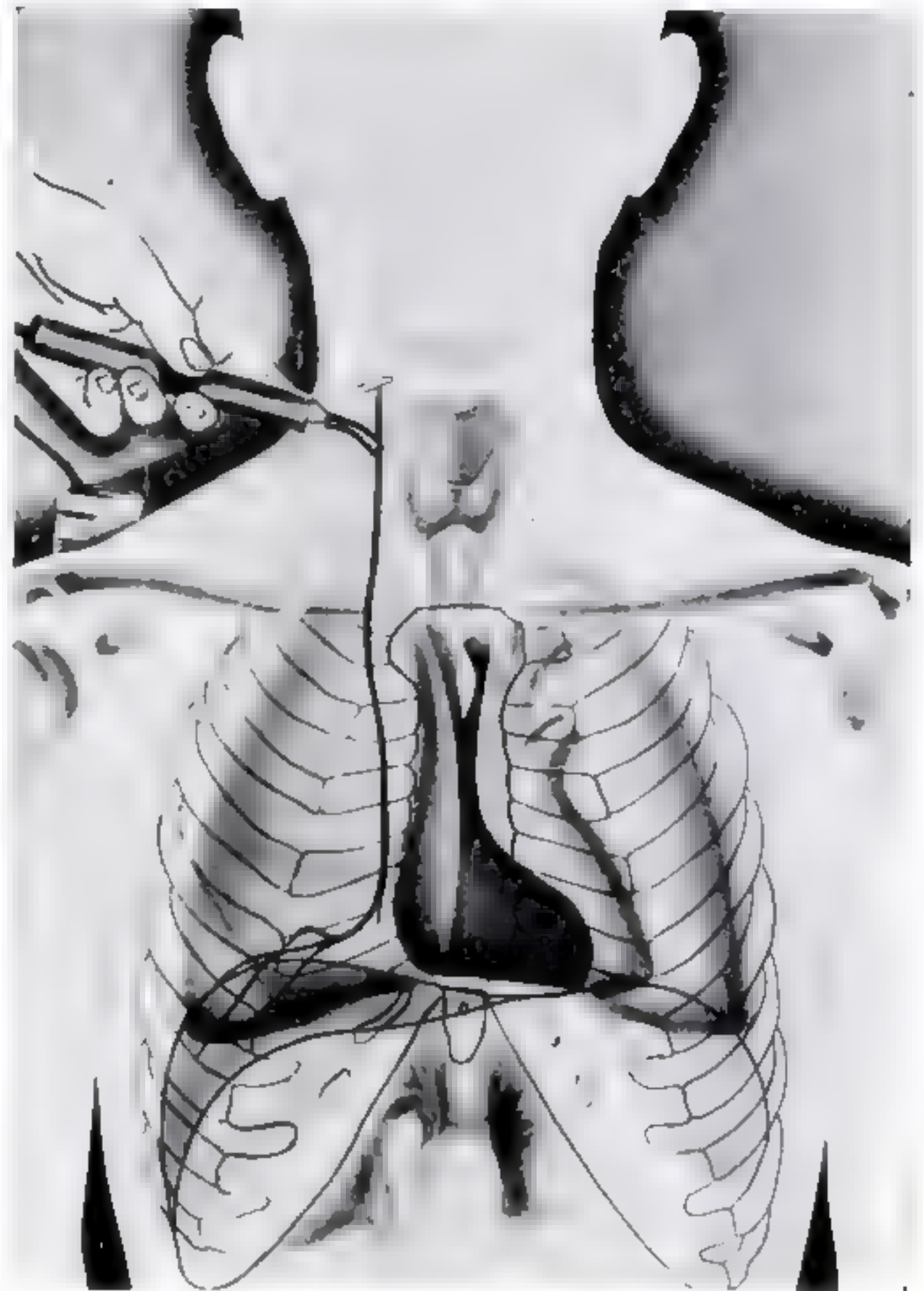
P. O. Zone _____

State _____

☐ Check, if you also wish full details about the Hammond Organ.

*U. S. Rev. U. S. Pat. Off. Copyright, 1949

Breathing by Electricity CONTINUED



HOW RESPIRATOR WORKS is shown above. Surges of current from electrode held on the skin over phrenic nerve send impulses to diaphragm, making it descend and rise rhythmically (shaded area, lower left) and force air in and out of lung. Respirator was developed with funds granted by Polio Foundation.



PRINCIPLE OF RESPIRATOR is demonstrated on muscles of an anesthetized frog's leg. Current makes muscles contract (bottom) and straightens leg.

The Terrible Tempered Mr. Bang

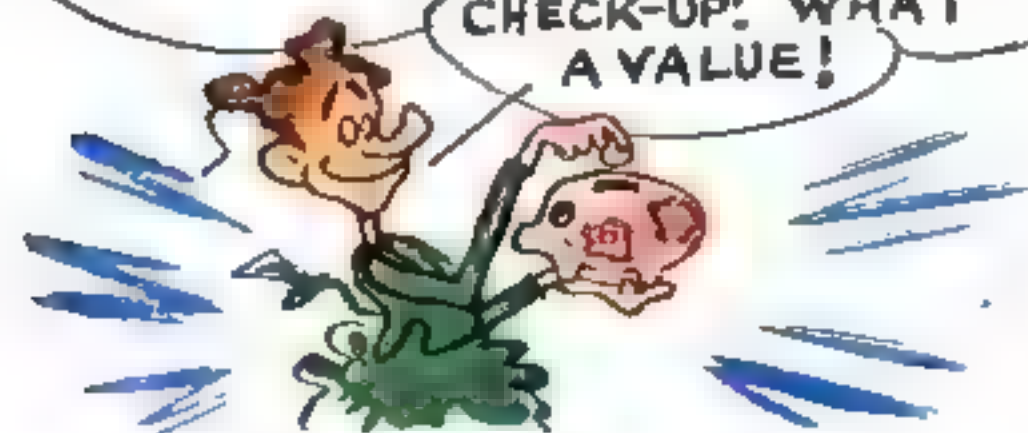
by *F. Fox*



Get a DuPont anti-freeze today!



GET "ZERONE" 'CAUSE IT'S ECONOMICAL IS WHAT I SAY, FOLKS! LANDSAKES! IT ONLY NEEDS AN OCCASIONAL CHECK-UP! WHAT A VALUE!



No matter whose anti-freeze you buy, FIRST have the cooling system checked by your serviceman. No repairs may be needed at all—but even a simple inspection is worth what it may cost.

Once your cooling system is properly serviced and cleaned, the special anti-rust ingredient in "Zerone" and "Zerex" helps keep it clean.

*REG. U. S. PAT. OFF.



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

I SAY "ZEREX"! I SAY "ZEREX"! ONE SHOT LASTS ALL WINTER—JUST PUT IT IN AND FORGET IT!





ARTHUR
HAMMERSTEIN
PRESENTS

Ed Wynn

IN
"SOMETIME"

CBS

CBS

SSIS. SO



present

E

WY

HOO
FOR V

EARLE
PARSON
DOLLY



IN MAKE-UP SMOCK AND SMIRK ED WYNN IS READY FOR HIS TV DEBUT

WYNN TAKES ON TV

His routines seem as funny as ever on new show

Last month Hollywood, where home-grown TV programs have long ranged from mediocre to terrible, seemed to have a hit. It was a professional, Broadway-like job put on by oldtime comedian Ed Wynn who, at 63, was making his television debut. It was also Hollywood's first attempt to market a big TV show over a national hookup (CBS-TV; Thursday nights). Each show is kinescoped (filmed and sound-tracked) and re-telecast from stations in the rest of the country. Like most Wynn shows, this one is almost all Wynn. He kids TV ("I studied hard—for three solid months I went to the wrestling matches"), draws heavily on vintage Wynn humor ("My uncle is the super chef who seasons the supper soup on the Super Chief") and uses irreverent Wynn props like a church collection box which flashes a "tilt" sign when parishioners put buttons in it. If Wynn's shenanigans prove as fascinating to a whole new generation as they did to an older one, other Hollywood big names may well be tempted to take the plunge too.



FORMAL WYNN wears frayed opera hat and cloak, Wynn trademarks.



INFORMAL WYNN dons another familiar outfit, a homemade uniform.

← ED WYNN RIDES CAMERA DOLLY PAST POSTERS OF OLD STAGE HITS

CONTINUED ON NEXT PAGE

GOOD SLEEP— Gay Mornings



TRY THIS DRUGLESS WAY— FOR SOUND REFRESHING SLEEP

Sound, *natural* sleep is the only kind that counts if you want to wake up rested in the morning. That is why Ovaltine is recognized in many countries throughout the world as the ideal sleeping aid.

Ovaltine contains absolutely no drugs. It acts in an entirely *natural* way. You take it as a soothing hot drink at bedtime. It helps to break down nervous tensions built up during the day—induces relaxation and sleep. Furthermore, it helps

rebuild you while you sleep. The important food elements found in Ovaltine are digested and absorbed readily—even while your body is relaxed in sleep.

You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help you in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.



OVALTINE

PLAIN AND
CHOCOLATE FLAVORED

Her Rayve Wave Number is 1. Find yours on the Dial-a-Wave... easy as dialing your radio! Be sure of getting the kind of wave you want... for your kind of hair!



Only *Rayve*—the new
HOME PERMANENT
has the *Dial-a-Wave* to give you the
one right wave for your hair!

NO OTHER WAVE IS SO SURE, YET SO FAST—Rayve's exclusive Dial-a-Wave shows you instantly—with a flick of your finger—the *shortest* waving time in which you can be sure of getting the one right wave for *your* hair and the amount of curl *you* want. The Dial-a-Wave has already shown millions of women how to get lovelier waves in *less* time... without guesswork!



RAYVE REFILL KIT #1

COMPLETE RAYVE KIT #2

with 60 improved "easy-wind" plastic curlers

FROM THE FAMOUS PEPSODENT LABORATORIES

SO GENTLE, SO EASY! The waving action of Rayve's new creme formula is noticeably *gentler*. And everything's so *simple*... step-by-step picture-booklet directions; not even a turban to wear.

LONG-LASTING—YET SOFTER, MORE NATURAL—A Rayve creme cold wave is satin-soft, frizz-free from the very *first* day. And if you already have *any* kind of plastic curlers, all you need for this lovelier wave is a \$1 Rayve Refill!

Ed Wynn CONTINUED

HE USES OLD GAGS, NEW GIRLS



BIG GIRLS like these, used for décor and as butt of Wynn gags, are introduced variously as his writers, directors, cameramen and CBS vice presidents.



LITTLE GIRLS are presented as Wynn's preference in chorus girls. They cause no trouble at all, he says, and besides, "Pablum is cheaper than milk."



OLD PROP, a Wynn invention, is a combination broom and umbrella for sweeping rooms that are under leaky roofs. It also has a horn for scaring mice.



Milliken

clean checked worsted and solid color

gabardine combined in a carefree young suit. Ask for the new Milliken woolens and worsteds (100% virgin wool) from our winter collection—in the clothes you buy, the fabrics you sew for yourself.

MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N.Y.

RAISE YOUR HOPES... *spare
your time, delight your
family with delicious*

Hot Rolls

MADE THIS NEW, FAR EASIER WAY

*Don't spare
the butter!*

EASY, QUICK, *no experience needed with the new*

Pillsbury HOT ROLL MIX

(WITH YEAST)

In your brightest dreams, you could never picture rolls like these—so easy to make. (So inviting to eat, spread over with melting butter.) Light, tender, wonderfully tempting rolls—made with

such a slight amount of effort with the new Pillsbury Hot Roll Mix. Ann Pillsbury's directions right on the package. Yeast is included. You just add water to yeast, then add mix. Try it—it's easy.

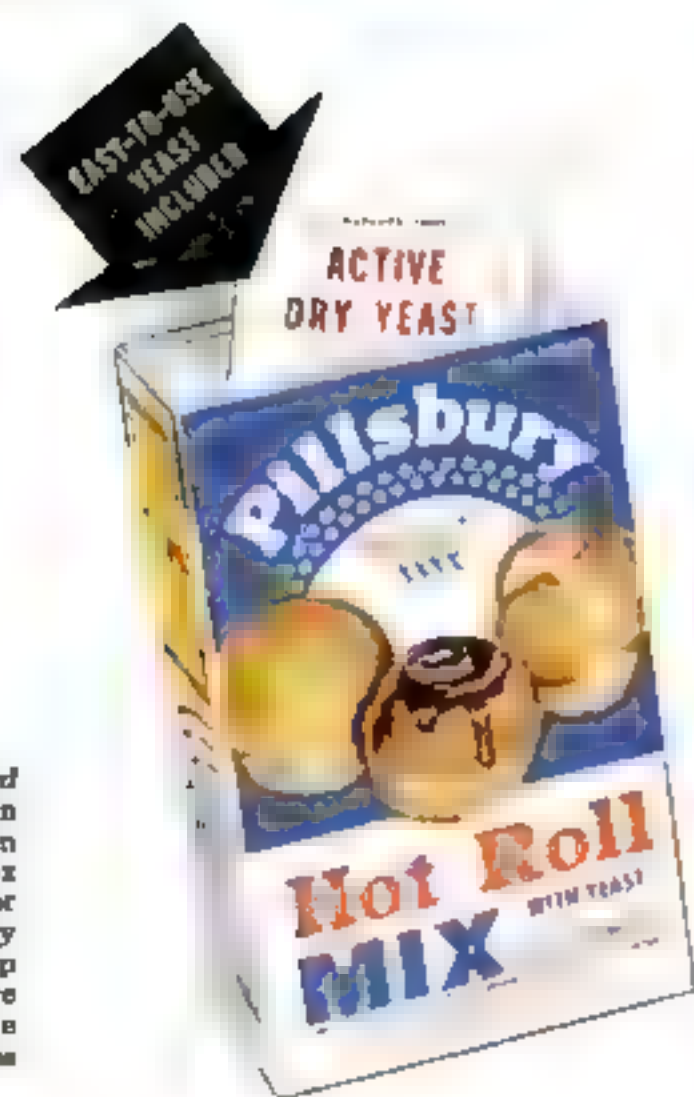


*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new hot roll mix in her kitchen to save you time in your kitchen, and give you perfect results every time.



3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 5¢ and 6¢ coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra Value coupons with all Pillsbury packages.





GUARD MOHAMMED IBRAHIM FACES DMITRI'S CAMERA, HIS MUSTACHE QUIVERING WITH PRIDE. IT MEASURES $3\frac{1}{2}$ INCHES FROM DEAD CENTER TO OUTER TIP

MOHAMMED'S MUSTACHE

IT IS A THING OF BEAUTY AND A JOY FOR EVERY EGYPTIAN

One of the most thrilling moments of an eight-month Mediterranean trip for Photographer Ivan Dmitri came when he sighted the spiked and beaming countenance above in Alexandria, Egypt. A mustache connoisseur (he raises modest ones himself), Dmitri realized that he had happened on a truly rare and exotic growth. Since the wearer of the mustache spoke no English and Dmitri no Arabic, the photographic arrangements were made chiefly by means of

mustache waggles, a form of communication in which Dmitri quickly found himself outdone. From other sources he learned that he was photographing Mohammed Mohammed Ibrahim, a military guard stationed outside the swank Royal Yacht Club, and that although such mustaches (of Turkish origin) are no longer popular in Egypt, one was worn by the late King Fuad (right). His Majesty, in fact, was sometimes observed studying Mohammed with royal envy.



KING FUAD followed a mustache tradition started by Mohammed Ali, founder of Egyptian dynasty.

only

tissue



SO SOFT made with Celulux®

SO PURE

SO STRONG

washed in drinking-pure water!

strong in both directions to hold the hardest sneeze!

Designer for Americans

Jacques Fath of Paris sells U.S. women "wearable glamour"

by ROBERT COUGHLAN

AT a party in Paris a few months ago a young American found himself chatting with the Vicomtesse de Noailles. Having heard her described as a leader of fashion, he complimented her tactfully on her dress. "How nice of you," the vicomtesse murmured, unfolding her fur stole and gesturing toward her neckline. "It's Fath, you know." With the gallantry of his race he replied, "Well, yes, a little bit, but I wouldn't worry about it. It looks fine to me."

This seemingly impenetrable anecdote actually contains a valuable lesson. The vicomtesse was referring to Jacques Fath, a dress designer, whose last name is pronounced "fat," as in ham. American men are advised to learn the name at once, for Fath's designs are aimed specifically, and with great and growing success, at American women. The New Look made famous by Designer Christian Dior is now as dead as last week's corsage. With its passing some magic—as far as the average woman is concerned—has been rubbed off the name of its creator. Dior is still generally acknowledged to be the head man, so to speak, of the fashion world, but Fath has

recently had a spectacular rise in prestige, and it now seems likely that the next look to confront and impoverish the U.S. male will be the Fath Look.

The Fath Look involves no drastic change in the female silhouette, nor are his designs distinguished for the most part by any special richness, elegance or complexity. Indeed it is precisely these lacks that largely explain their success. They are "wearable," which means that most women can wear them most places without feeling definitely foolish or unduly conspicuous. At the same time, through their perfection of line and their use of novel decorative details such as rows of nonfunctional buttons, they enable women to feel slightly foolish and rather conspicuous, which is the golden mean in female attire. Lawrence Marcus, of Neiman-Marcus, describes them as having "wearable glamour." These same characteristics make them easy to copy and manufacture in lower-priced versions and put them, in more or less diluted form, within reach of the average American woman. Thus, of all the important Paris

CONTINUED ON NEXT PAGE

FATH HAS HIS BEST THOUGHTS WHILE HORIZONTAL, OFTEN "SEES" A NEW DESIGN WHILE STARING AT WALLS OR TREES





FATH COMES TO NEW YORK twice a year to design spring and fall collections especially for the American market, whips up about 40 dresses each time in less than a month. The 10 designs shown here are a good cross section

of this fall's collection, show such Fath characteristics as tight street skirts, flowing skirt panels and rows of decorative buttons. Prices range from \$89.95 to \$235, thus limiting these "originals" to well-to-do customers, but the

JACQUES FATH CONTINUED

sian couturiers, Fath is most in tune with the American dream, as that dream is interpreted both by the housewife and the businessmen of Seventh Avenue. As Carmel Snow of *Harper's Bazaar* has said, "His clothes have ideas and flair. He makes you look young, he makes you look American and he makes you look like you have sex appeal—and believe me, that's important."

The creator of this magic combination is a faunlike young man with blond wavy hair, large and candid hazel eyes, a 28-inch waist and an almost unfailingly happy disposition. He laughs a great deal, both at his own jokes and at others', with a hearty quality that would make him as popular at an Elks convention as he already is among lady Elks. He has an extraordinary amount of vitality and, in spite of a schedule that nets him an average of only six hours' sleep a night, always appears alert, quick, gay and enthusiastic. An atmosphere of glitter, chic and perfumed excitement permeates both his personal and business affairs. He loves parties and is one of the most indefatigable hosts in Paris, with a champagne bill of some \$3,000 a year. The opening of one of his "collections" resembles both a Hollywood premiere and a first night at the Metropolitan Opera, with celebrities from society and cafe society in equal abundance. "Getting into one of them without knowing Jacques," as one fashion editor has remarked, "is like getting into Heaven without permission from St. Peter, and a lot more important to the people who go." As he moves about his large establishment on the Avenue Pierre Premier-de-Serbie, greeting his customers, giving instructions to his staff, pausing here and there to make a mot or kiss a hand, it is plain that he is delighted with his success, himself and the world as he finds it.

Fashion in its various forms is one of the chief industries of France and is the third biggest in the value of its exports. That fact, in an era of Marshall aid and dollar shortages, makes Fath a figure of consequence by any standard. His emergence in Paris, which might be thought of as the Detroit of fashion, could be matched in the U.S. only by the emergence of a new company to rival General Motors, Ford and Chrysler. Except for the amount of capital involved, the analogy is not, in fact, far-

fetched, for the fashion business, like the auto business, is ferociously competitive, calls for highly developed techniques in manufacturing and selling and is subject to treacherous shifts in public taste. Fath's rise to be a sort of dauphin, or heir apparent, to Dior's throne as ruler of fashion, is thus a genuine business triumph.

Aside from several kinds of talent, success in fashion requires a good deal of luck and, if possible, a running start. Fath, who was born in 1912, wasted little time. As a very small boy he liked to invent costumes for himself and dress up in them. Friends remember that always he was fascinated by colors, materials and designs. By the time he was 12 he had become a nuisance to his older sister and her friends, whose costumes often irritated him by what he considered a lack of proper chic. He can recall no other ambition than to be a couturier.

His parents, however, were very much against the idea. His father, descended from hardheaded Alsatian and Flemish stock, was an insurance broker and hoped that Jacques would come into his business. His mother, who is half-English, was even more opposed to his ambition, for she felt that the *couture* was not a proper profession for a man. Luckily, as it turned out, the parental views prevailed for a time. Young Jacques was sent to the Commercial Institute at Vincennes, in the outskirts of Paris. There, in addition to the usual elementary subjects, he learned bookkeeping, business law and other things of a practical sort. When he was 18 his father got him a job as a bookkeeper at the Paris Bourse, where he stayed two years. After a while he learned enough of the buying and selling of stocks and commodities that he was trusted to fill in for one of the brokers. This education and experience combined to give him a head for business, which couturiers ordinarily lack, and a sharp sense of timing, a quality valuable to anyone who wants to set styles.

Useful as these years were to prove, they seemed to him then only a waste of time, for his heart was off among the taffetas. After his year of compulsory military service he decided to follow it there, and he began to educate himself in the crafts of fashion. In the main this process consisted simply of reading books, visiting museums of costume and design, and exploring the seams



GALLANT FATH always has a kiss for Vicomtesse de Noailles.



FANCY FATH loves dress-up parties. With him is Genevieve.



SOLID FATH has a fine, athletic time at dances, is a jazz fan.



SQUARE FATH put on cowboy outfit for Texas folk dances.



designs are copied by lower-priced manufacturers and eventually turn up in whole or part along Main Streets throughout the U.S. Poster in background is a reasonable, though reduced, facsimile of the front of Fath's Paris salon.

of his mother's and sister's wardrobes. He did not stop to learn to cut, sew or drape, and to this day lacks real expertness in these intricate skills, as rival couturiers are pleased to point out. One of Fath's admirers cites in his defense, however, an encounter he himself once had with Chanel, when she was one of the greatest designers in Paris. She appeared at a party with a new coiffure, and when he expressed his admiration she replied, "There is no reason to compliment me. Of course it is exquisite. If I do a dress, a hat, a perfume, a coiffure, it is all in the same wonderful taste. The reason is that, unlike Mme. Lanvin and Mme. Vionnet, I do not know how to sew." By which Mlle. Chanel—who, in truth, knew little about cutting or sewing—meant that creativity, not technique, is the important thing in dress designing.

After a few months of self-education Fath found a small apartment on a good street in Paris and moved in, ready to announce himself as a member of the *couture*. Since his family refused to help him at all, his capital consisted of \$900, his life's savings. Within two months he was able to present his first "collection" of 20 dresses. This event caused no stir whatever in the world of fashion, yet by the following spring he had made enough money to pay off his debts and leave a small nest egg for expansion. He had successfully combined two of the key elements of the fashion business: luck and influential sponsorship.

He finds a sponsor

THE luck occurred when he happened to meet a movie director named Léonide Moguey, who was casting a new film and decided that Fath was just the type for one of the leading roles. Fath had no desire to switch careers, but with the salary Moguey offered he could save enough, he reasoned, to expand his dress business, and he accepted. Moguey suggested that he take dramatic and diction lessons at a school run by a friend named Eve Francis. She became interested in his clothes, and when Moguey's plans were delayed (in the end the movie was never made) and the tuition he had paid for Fath ran out, she offered to exchange more lessons for dresses. She was delighted with what he made for her, and soon she was bringing her friends to his small salon.

His chance enrollment with Eve Francis was a double-barreled piece of luck, for it was at her school that he met Geneviève Boucher de la Bruyère, who is now his wife. She had worked as a secretary for Chanel and later as a photographer's model, and now wanted to become an actress. She was 19 and beautiful—a combination of the best, in Fath's judgment, of Greta Garbo, Carole Lombard and Marlene Dietrich. He courted her enthusiastically and married her the following fall.

Sentiment aside, this was an important event in his business ca-

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WHAT is the oldest
and largest living
thing on earth?



WHICH stamp,
rarest in the
world, is worth \$50,000?



I'll look it up in my World Book!

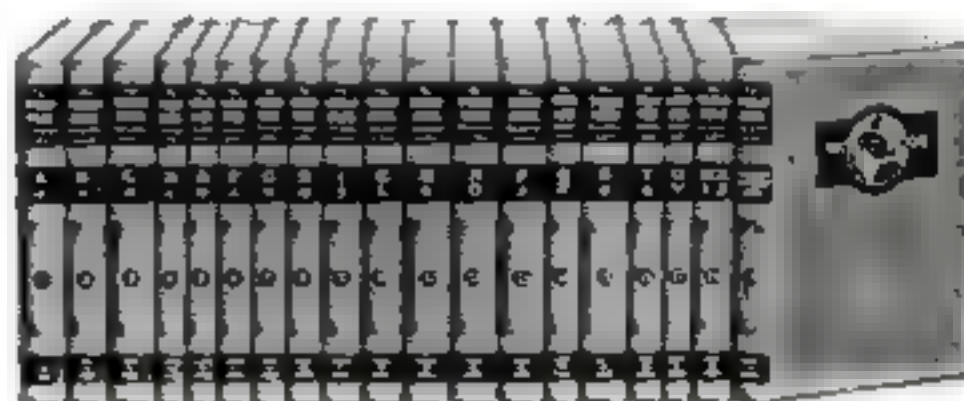
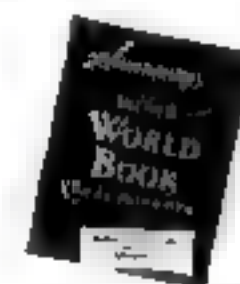


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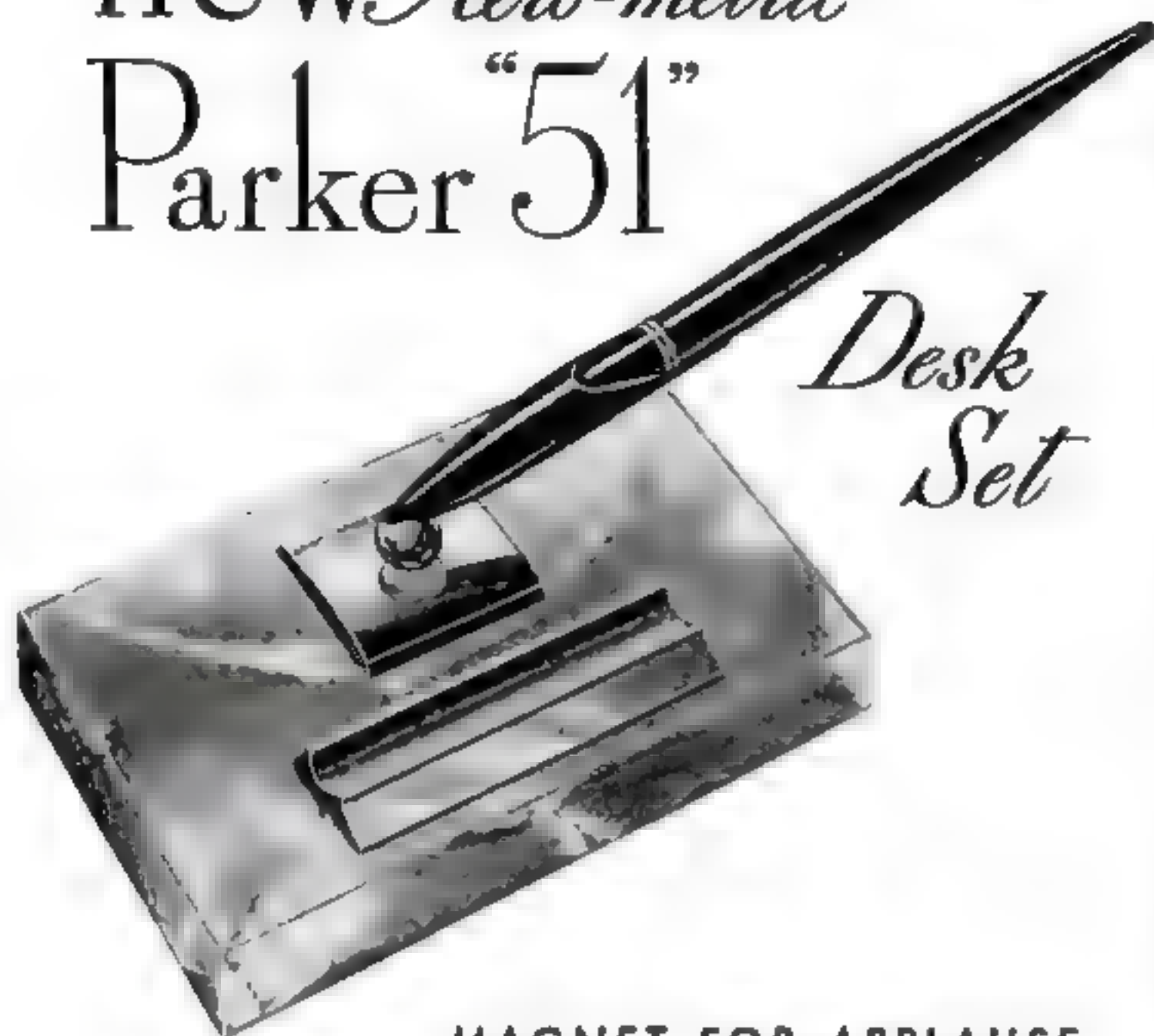
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new *Aero-metric* Parker "51"



*Desk
Set*

MAGNET FOR APPLAUSE

San Lorenzo Green Onyx set shown, \$25.00. Many other styles in crystal or onyx. Single or double sets. \$10.00 to \$75.00.

A gift prized for its smart beauty... for the writing ease of the New "51" Pen with its many remarkable advances. Exclusive Parker wizardry provides a tiny permanent magnet in the base to hug the "scoop" holder... let it swing to any angle.

Copy 1946 by The Parker Pen Company



THESE FATH STYLES were made by great-grandmother Fath, who was a successful couturière of the 1860s.



FATH AT 6 showed a precocious interest in female clothing, liked to dress as a girl. He is at right, with hair bow.

JACQUES FATH CONTINUED

reer. Geneviève was valuable at once as a model; he fitted his dresses on her, and she displayed them elegantly at his showings. She was valuable also as a hostess, in establishing the congenial social atmosphere in which friends (and clients) are made and, not least, as a financial backstop, since she had a few jewels that could be pawned at moments of crisis.

By 1939, only two years after he had begun, he could feel that he had made a place for himself in the *couture*. It was a small place, to be sure, but he had already come as far as most designers go in a lifetime. In France there were (and the figures have changed very little) more than 60,000 dressmakers who specialized in handmade dresses. Of these, some 1,500 in and near Paris had enough business to make it desirable for them to join the industry's trade association. Of that number, perhaps 70 made a real attempt to create new dresses rather than merely follow the established styles; about 35 were well known and about 20 were famous. Fath was among the 70. He was original, he had a clientele, and it could have been predicted that he had a future. Then the war came, and he found himself converted into a gunner, second-class.

After the German offensive began he saw a good deal of action, served with gallantry and was awarded the Croix de Guerre with palm and the Légion d'Honneur. Finally he was taken prisoner, but the French capitulation followed within a month and he was freed. He made his way back to Paris and Geneviève and set his mind to the problem of making a living. After the first weeks of chaos it seemed likely that Paris under the occupation was not to be so far different from what it had been before. The old couturiers were reopening, and Fath soon reopened too.

This was an ambiguous period in French history. A great many—perhaps a majority—of Frenchmen have been accused of some degree of "collaboration," and in the strictest sense the label probably fits. Certainly Fath, however, was no more tainted in this respect than most of the couturiers and, if only because of his small reputation, was less involved than the famous houses, nearly all of which stayed open and did a thriving business with the Germans. Fath sold practically nothing to German customers, for very few of them came to his salon. But his business grew a great deal during the occupation, and most of the customers, as he says frankly, were people who were becoming newly rich through collaborating, black marketing and other shady trades born of the occupation. As a result, by the time of the liberation he had himself become moderately rich and owner of a sumptuous home on the Cours Albert I, overlooking the Seine, where he still lives.

Fath's fetes

YET, although he was better off financially, these years had really not brought him much closer to being a leading couturier, for he had no reputation among the leaders and judges of style. When the American buyers and editors began to visit Paris again few of them bothered to see his collection. He set about remedying this situation in several ways. The first and quite orthodox way was to reach an understanding with some of the women of Paris who were well known for their taste and elegance. Soon the Vicomtesse de Noailles, the Princesse de Polignac, the Princesse Troubetskoy and several other leaders of Parisian society began to appear in Fath clothes, for which they paid him little and often nothing. At the same time he began to entertain a great deal. With

CONTINUED ON PAGE 12

BY APPOINTMENT
SCOTCH WHISKY DISTILLERS TO H. M. KING GEORGE VI
WM. SANDERSON & SON LTD.

Sanderson's VAT 69
One of Scotland's Great
Gifts to the World

Famous the world
over, because
"Quality Tells"

PARK & TILFORD IMPORT CORP., NEW YORK • BLENDED SCOTCH WHISKY • 84.8 PROOF



Studebaker Champion sedan

Here it is, America! The "next look" in cars!

ALL OVER THE nation, all eyes are on this truly inspired new 1950 Studebaker.

From that gleaming aerocurve front end to those vigorously flight-streamed rear fenders, it's a car positively dynamic with distinction.

New in drive appeal, new in eye appeal, this "next look" styling is Studebaker's alone.

There's new length to this 1950 Studebaker—but it's trim and sleek, solid and sound, with

Studebaker designing that curbs operating costs.

A breath-taking new 1950 Studebaker Champion in the low-price field and a value-packed new 1950 Commander are both available in thrilling sedans, coupes and convertibles—and there's a special new 1950 Land Cruiser sedan.

Stop in at a nearby Studebaker dealer's showroom. See why Studebaker's really rolling! Studebaker leads again with the "next look" in cars!

***New 1950
Studebaker***

*Styled ahead for
years to come!*



America likes Studebaker's "next look" interiors—Champion regal deluxe 4-door sedan shown here is richly fitted and appointed. It's decorator styled—has foam rubber seat cushioning—luxurious upholstery.



America likes Studebaker gas economy—Higher compression Studebaker Champion and Commander engines of increased horsepower use gasoline very sparingly. Automatic overdrive is available at extra cost.



America likes Studebaker's new driving thrill—Every 1950 Studebaker handles with light-touch ease—rides so smoothly it almost completely abolishes travel fatigue. A new kind of coil spring front suspension.



America likes Studebaker craftsmanship—Men of conscience and competence, many of them father-and-son teams, build surviving soundness into every 1950 Studebaker.

© 1949, The Studebaker Corp'n, South Bend 27 Indiana, U.S.A.

FLAKY-THIN... also



through the meal!



Sunshine Biscuits, INC.

All over the U.S.A.

© 1949

"Twice the wear is Right in Style for our family of eleven"



Say Mr. and Mrs. Walter Weir
of Webster Groves, Mo.

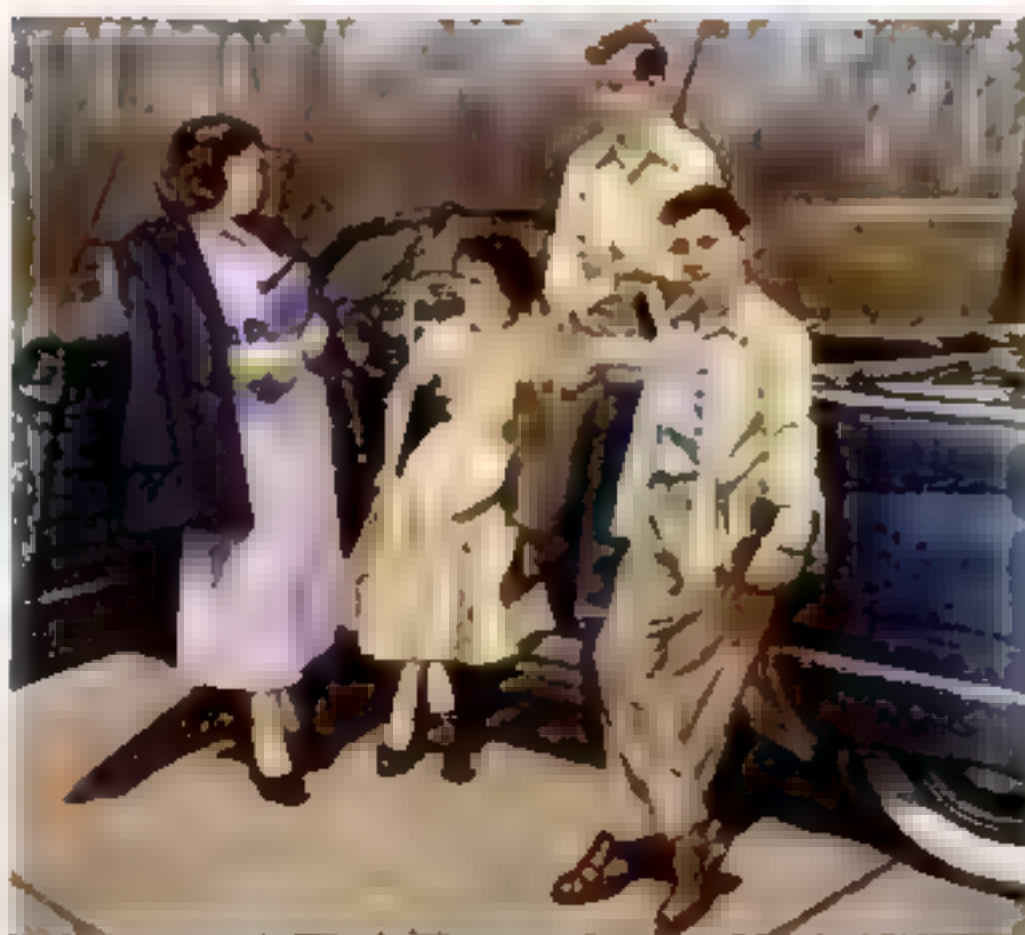
"We're convinced! **NEOLITE** Soles do give us over twice the wear of fine leather soles," says Mrs. Weir.

"But even without such long wear, I'd pick **NEOLITE** just because of the extra comfort and good looks these soles add to any type of shoe.

"They're so light in weight, yet they seem to help a shoe hold its shape."



"It's no picnic keeping within our budget," says Walter Weir. "But we're saving real money on shoe bills now that we've switched to **NEOLITE** Soles for the whole family." Mr. Weir is operator of a leading service station in suburban St. Louis.



A natural athlete, Tommy Weir likes the way sure-footed **NEOLITE** Soles make any shoe an all-around sport or "dress-up" shoe. Climbing trees is a cinch with these nonskid, flexible soles.

They travel in style! A smart convertible for driving . . . smart **NEOLITE** Soles for walking, as busy schedules keep these youngsters hopping. Sheila and Patricia particularly like the way **NEOLITE** Soles help dress shoes hold their shape. While Walt and Tommy go for **NEOLITE** comfort.



The weather man can't scare Sandra and Jill by forecasting a little rain. Their damp-proof **NEOLITE** Soles help keep their feet dry to avoid colds.

ANY SHOE IS A BETTER SHOE WITH GENUINE

NEOLITE SOLES

NEOLITE, AN ELASTOMER RESIN BLEND. T. M. THE GOODYEAR TIRE & RUBBER COMPANY



Mark
this Mark

Without this name it's
not the same! Insist
on genuine **NEOLITE**!

FOR NEW SHOES OR REsoles . . . **NEOLITE** IS RIGHT . . . COMFORTABLE . . . LIGHTWEIGHT . . . DAMP-PROOF

JACQUES FATH CONTINUED

his new home as a setting, with the beautiful Geneviève at his side and with money to spend, he had parties that soon came to be known as among the most attractive in Paris. Soon he was giving two balls and about 20 big cocktail parties a year, besides several dozen smaller parties. He went out to fashionable places and, increasingly as his guests repaid his kindness, to fashionable homes. His name and picture began to be seen a great deal in the news-



IN 1946 this was Fath's notion of what would appeal to U.S. women.

papers, in stories of his social activities or often in stories that he invented or were invented about him by the imaginative French press. In days gone by dressmakers and their customers almost never met socially. The bonds of both personal publicity and social intercourse were loosened during the '20s and '30s—especially by Elsa Schiaparelli, who became a fixture of international society—but nothing like Fath's whirlwind success in public relations had ever been seen in France. By 1947 he was well known. By 1948 he was a celebrity and had even been featured in a movie (*Scandal on the Champs-Élysées*) as a dress designer.

Meantime, also, the spirit of his designs was changing. His early collections had been eccentric and in some instances even rather vulgar. The reason, Fath says, was pure ignorance on his part. Like the rest of the *couture*, he was trying to attract American customers. He had never been to the U.S. and hence formed his judgment of American clothes by what he saw in the movies. In March of 1948 he visited this country and was astonished to find that American women do not, by and large, dress like Lana Turner. The "wearability" of his clothes dates from that discovery.

The wedding of Paris and Seventh Avenue

AGAIN luck was on his side. While he was preparing his fall collection (there are four a year, in February, April, August and November), Joseph Halpert, far off in New York, was wondering what to do. For 30 years Halpert had been manufacturing best-quality ladies' ready-to-wear on New York's Seventh Avenue. A few years ago, however, he lost his best designer and his business began to slump. One day he went around to see Dorothy Shaver, head of Lord & Taylor, to ask why her buyers avoided his showrooms. "Joe," she said, "your clothes just don't have any style." He promised to try harder, and she promised to look at his next collection, for she liked his fine workmanship as much as she disliked his ideas, but there was no improvement.

That August, Halpert was in Paris, and through Lord & Taylor's representatives it was arranged for him to meet Fath and Geneviève. An industrial romance bloomed on the spot, with the outcome that Fath agreed to do two special American collections a year, spring and fall, which Halpert would manufacture and Lord & Taylor would take the lead in merchandising. In short order a whole combine of other high-style outlets was put together, including Neiman-Marcus in Dallas, I. Magnin on the West Coast and ranging down to Gus Blass, the favorite of smart women in Little Rock, Ark. Fath, to his delight, found himself caught up in the giant embrace of American business. His first collection for Halpert last spring was a success. And so at last, roundly and solidly, was he. His name began to become widely familiar, due partly to the advertising build-up he received from the stores but helped considerably by the personal charm he and Geneviève shed as they toured the country. As interpreted by one of the leading publicity experts of the Paris *couture*, "Dior had been there the year before and was the absolute lion of New York. So how could Fath trump Dior's ace? By turning up with a beautiful wife. It was a terrific idea, an absolute coup."

Besides the substantial amount he will take in this year from Hal-

per, in stories of his social activities or often in stories that he invented or were invented about him by the imaginative French press. In days gone by dressmakers and their customers almost never met socially. The bonds of both personal publicity and social intercourse were loosened during the '20s and '30s—especially by Elsa Schiaparelli, who became a fixture of international society—but nothing like Fath's whirlwind success in public relations had ever been seen in France. By 1947 he was well known. By 1948 he was a celebrity and had even been featured in a movie (*Scandal on the Champs-Élysées*) as a dress designer.

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AT MAXIM'S he has tête-à-tête with good friend Rita Hayworth.



Ever worry about how much coffee you drink?

CHANCES ARE, if you're like most of us, you *do* worry occasionally about drinking too much coffee.

You worry because you know from your own experiences—or perhaps those of your friends—how the caffeine in coffee can make you tense and jittery—and even wakeful at night.

So it is natural—whenever you feel irritable or nervous, or if you've spent a sleepless night—that you mentally begin ticking off the number of cups of coffee you drank.

You wonder if you've been overdoing it lately. If you should begin to limit yourself to a certain number of cups. Or maybe cut out drinking coffee altogether.

Luckily for you, there is a much pleasanter answer to your problem.

DRINK SANKA COFFEE

It's Sanka Coffee. For when you drink Sanka, you can enjoy real coffee—grand-tasting coffee—yet stop worrying about how much you drink.

Sanka is a rich and full-bodied coffee.

It has all the aroma, the bracing cheer, the flavor that only real coffee gives you.

REAL COFFEE—97% CAFFEIN—FREE

And, best of all, Sanka is caffeine-free. And that means worry-free!

Because 97% of the caffeine has been removed, Sanka can't make you feel nervous or "put out." Can't keep you awake.

So why not start drinking Sanka Coffee tomorrow. You have nothing to lose and possibly a great deal to gain.

Sanka Coffee

Real coffee with the worry taken out. Drink it and sleep!



NOW IN INSTANT FORM

Product of General Foods

CONTINUED ON NEXT PAGE

"Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

✓ Not a soap,
not a cream—
cannot leave
dulling film!

✓ Quickly,
effectively removes
dandruff from both
hair and scalp!

✓ Gives fragrant,
soft-water lather
even in hardest
water!

✓ Leaves hair
lustrously soft, easy
to manage—with
colorful natural
highlights!



Halo reveals the hidden beauty of your hair!



STREET DRESS from the Paris collection shows typical Fath use of decorative buttons and asymmetrical line. Linda Duncan, an American, is currently a featured Fath model.

JACQUES FATH CONTINUED

pert and from other U.S. firms that manufacture gloves, hats and costume jewelry from his designs, Fath has had a phenomenal increase in the French end of his business. In the year and a half since his first visit to the U.S., the receipts of his Paris salon have quadrupled. For 1949 they are expected to be about 270 million francs (roughly \$770,000), of which some 80% will come from American customers—mainly buyers from the big American dress manufacturers and stores but including many wealthy private clients such as Lily Pons, Rita Hayworth, Mrs. Thompson Biddle and Mrs. Vincent Astor. The existence of the special Fath-Halpert collection has little or no effect on sales from the Paris collection to these people, for the two lines complement rather than compete with each other. The American collections are comparatively small—about 40 dresses in each—and are designed for quantity production and priced for upper-middle-class customers. The rich woman of high fashion looking for a unique design, hand-worked in the best materials, or a store buyer wanting the same dress to sell, reproduce or use as a source of ideas in creating other dresses, must still depend on the Paris collection and pay Paris prices. These are very high, ranging from \$200 for a beach dress to around \$800 for evening dresses. Store buyers and wholesalers pay about 50% more than these private customer prices since they are getting not merely the dress but the right to run off copies of it in their own workrooms. Such figures explain why it is that nearly all the big Paris couturiers depend on the U.S. for the bulk of their income. Because of currency exchange restrictions there are only a few other countries whose natives can buy such expensive clothes, even if they are rich enough to afford them.

Fath's prices are nevertheless no more than those charged by most other important couturiers. They are somewhat less, in fact, than those of Dior, whose clothes need more labor because of their more intricate design, and seem almost modest by comparison with those of Balenciaga, the other currently most respected couturier, who uses a great many rare and precious materials. Yet, high as they are, they are no higher than necessity makes them. Last year, for example, outlays were as follows: salaries for his 500 employees and general expenses took about 47% of total income, and materials another 17%. The pervasive and complex French system of social security taxes, sales taxes and profits taxes took 25% of total income, leaving only 11% as net profit on the Paris end of the business.

Fath has been back to the U.S. twice since his first visit and is currently here again. With characteristic verve, he arrived in New York by plane on Sept. 2, saw Halpert and a few other friends, and 11 hours later took another plane to Dallas, where he got a Neiman-



EVENING DRESS, seen at a Parisian restaurant, shows another adaptation of asymmetrical line. French Model Sophie Malgat has reversed Linda's trek, is now modeling in the U.S.

Marcus award for "distinguished service in the field of fashion." Pausing long enough to take in seven parties, he flew back to New York to begin a round of engagements that as of last week had taken him to El Morocco five times, to 14 business lunches, 17 dinners and 23 cocktail parties, most of them given in his honor. Fath loves New York and finds himself exhilarated by it to a degree dangerous to his health and that of those around him. He admires American women also but thinks they have a banal color sense and wishes they would pay more attention to details, such as keeping the hemlines on their dresses shorter than the hemlines on their coats. A French girl, he points out, would always take the trouble to correct such a fault. He is particularly aggrieved about this because he thinks that American women have by far the best legs in the world and should expose them to maximum advantage.

Fath's enthusiasm for American legs is a contributing factor in the present rapid rise of the hemline. It would have risen in any case, since the Dior Look left it no place to go but up. The point has been made well by James Laver, scholar of fashion and a curator of London's Victoria and Albert Museum, in his *Taste and Fashion*: "... The female body consists of a series of sterilized zones, which are those exposed by the fashion which is just going out, and an erogenous zone, which will be the point of interest for the fashion which is just coming in. This erogenous zone is always shifting, and it is the business of fashion to pursue it without ever actually catching it up. It is obvious that if you really catch it up you are immediately arrested for indecent exposure. If you almost catch it up you are celebrated as a leader of fashion."

How much can a woman buy?

FATH, with his interests both in legs and in the American market, has been a leader in moving the zone away from the hips and bosom toward the legs, and he intends to get the hemline still higher. Within a year or two it will be just below the knee, he predicts, and there it probably will stay for several years. With it, he believes, will come short hair, small hats and trim figures, with the silhouette tending in the direction of the boyish figure of the mid-'20s. It will never reach that final extreme if he can help it, though, as he is a firm believer in the idea that women should look like women.

It was again legs and shorter skirts that brought about the hiring of his newest model, an American girl named Linda Duncan. Fath met her at a party the last time he was in New York. She had red hair, a pretty face and a trim figure, but what particularly impressed him were her graceful legs: just right, he thought, for the new hem length. He imported her and designed 15 of his fall suits, coats and dresses for her. He employs 10 other models who are, in

CONTINUED ON NEXT PAGE

Hello Good-Looking!



"GET AWAY FROM THE MIRROR,
WHITEY—SOMEONE MIGHT
THINK WE'RE CONCEITED."

"WELL, BLACKIE,
A BIT OF CONCEIT
ON OUR PART MAY BE
PARDONABLE, CONSIDERING
OUR POPULARITY."



"BLACK & WHITE"

The Scotch with Character

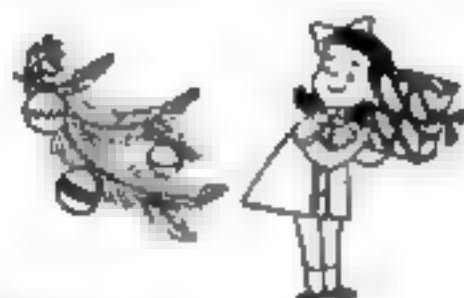
BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

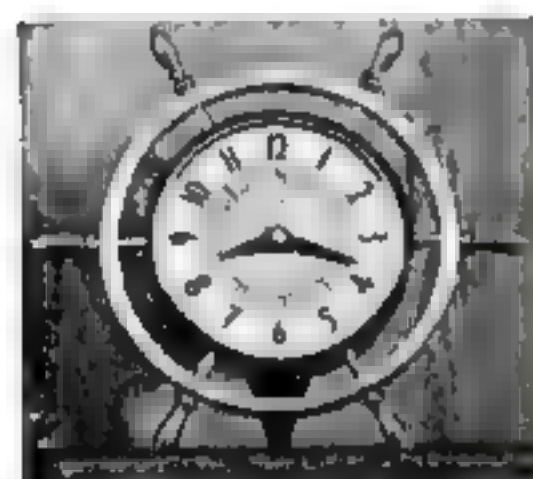


Telechron "Tempo" alarm, \$4.95*

Give them the clock
that won't "tick-tock"!



Telechron "Stewardess"
kitchen clock..... \$4.95*



Telechron "Yachtsman"
for living room or den... \$7.95*

ALL ELECTRIC

— just set and forget!

NO NOISY "TICK-TOCK"

— motors sealed in oil

NEVER NEED WINDING

— no springs to come unsprung!

WON'T RUN FAST OR SLOW

— electric current won't let 'em!

FULL-YEAR WARRANTY

— many in service for 20 years!

There's a Telechron electric clock for
every gift need — 29 styles.

\$3.98*
and up

YOU'RE RIGHT ON TIME WITH

TELECHRON

ELECTRIC CLOCKS at stores everywhere



TELECHRON INC., ASHLAND, MASS. A General Electric Affiliate
Makers of synchronous electric clocks, electric motors, electric range timers.

*Plus tax. Prices and specifications subject to change without notice.

JACQUES FATH CONTINUED

the aggregate, the most attractive mannequins in the *couture*, being followed closely only by those at Dior's. It is considered a mark of special prestige among young-men-about-Paris to be seen out with them.

Fath's best mannequin, however, still is the first one he ever had, Geneviève. She no longer models in his collections, of course, but he uses her as a walking advertisement. She not only has a large personal wardrobe of dresses Fath has created for her but borrows heavily out of his collections, with his full approval. Since she has unlimited access to some of the world's best clothes, she thus furnishes an answer to a question that has perplexed many husbands: if a woman were given her head, at what point would her appetite for pretty clothes be satisfied? The total comes out to be some 65 suits, coats and dresses over the period of a year, worth at Fath's prices about \$20,000. The cost naturally is a good deal less to Fath, since the borrowed items go back into the collections and eventually are sold—although at reduced prices—at the end-of-season clearance sales.

Such fun!

WHATEVER the expense, Fath considers it money well-invested, like that for champagne at his openings and at his parties. Both items are important in establishing the atmosphere of elegance and gaiety with which he surrounds himself and which pays off in a business way. Standing in the garden of the Fath home one night recently, sipping a glass of Moët et Chandon and gazing at Geneviève in a sequin-spattered evening gown, after having been greeted by Fath with a flourish, a kiss and a bon mot, one rather dumpy American fashion editor summed it up glowingly with, "He makes fashion such fun!"

When one of these galas is in progress it is not unusual to see little knots of passers-by peering in through the iron fence and ornamental shrubbery that surrounds the garden. The barrier is symbolic as well as literal, for the number of French women who can afford Fath's products, or those of any other members of the *haute couture*, is very small. Most of them either make their own clothes or patronize one of the 60,000 *petits couturiers*, getting their ideas from the illustrations in the French fashion magazines. It is through this medium that Fath's influence is taking effect on the masses of his own countrywomen. Among the younger ones he is already the most popular designer; for French girls, since their wardrobes are small, especially need "wearable" clothes, and most of them besides are enchanted by the idea of looking "American," as they believe Fath's designs enable them to do. With American women buying his clothes to get a French look and French women copying them to get an American look, ordinary men can only sigh with admiration at Fath's ability to confuse and guide the female mind.



THE FATHS are seldom able to take a family holiday, so this is a rare photograph. Philippe, their only child, is now 6, and Geneviève, on Fath's orders, has had her hair cut to the new short length. Fath is in the enviable position of being able, without argument, to tell his wife exactly how she should look.

SETS THE PACE FOR PLEASURE!



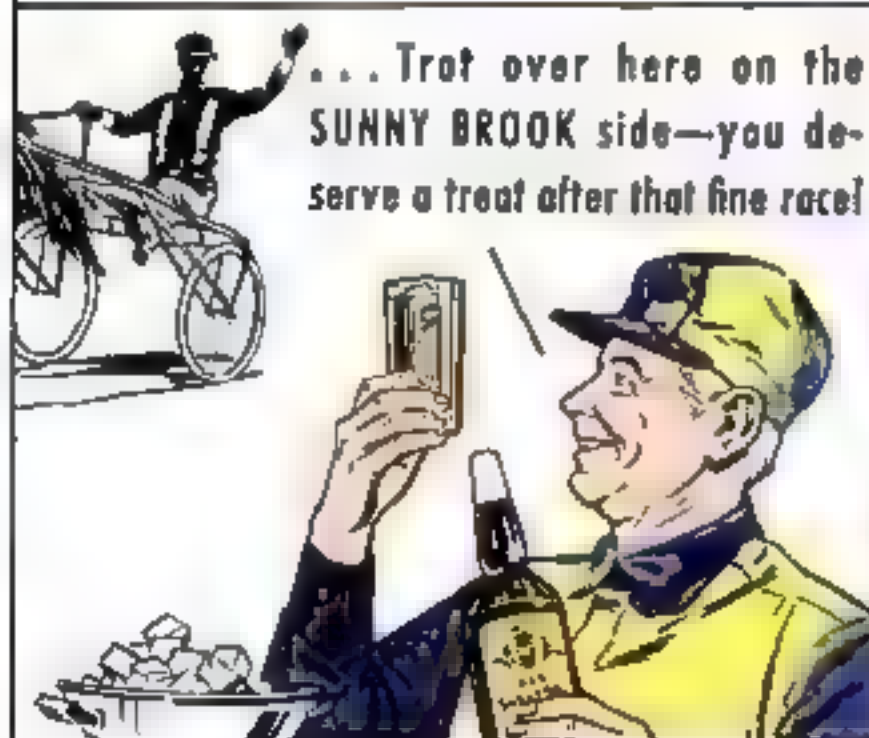
Old Sunny Brook

BRAND

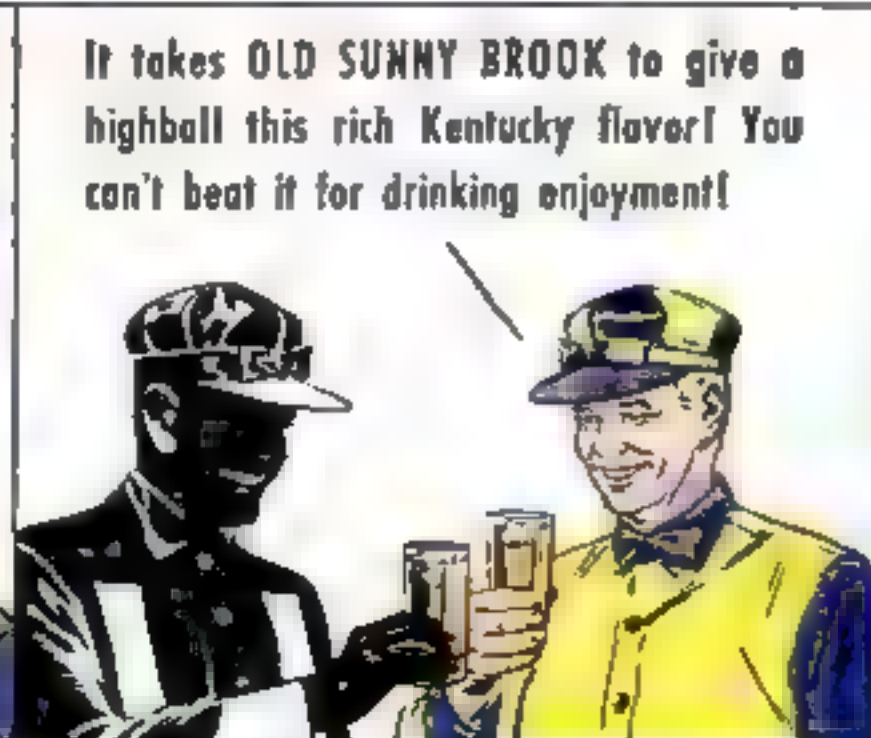
the whiskey that's
"Cheerful as its Name"



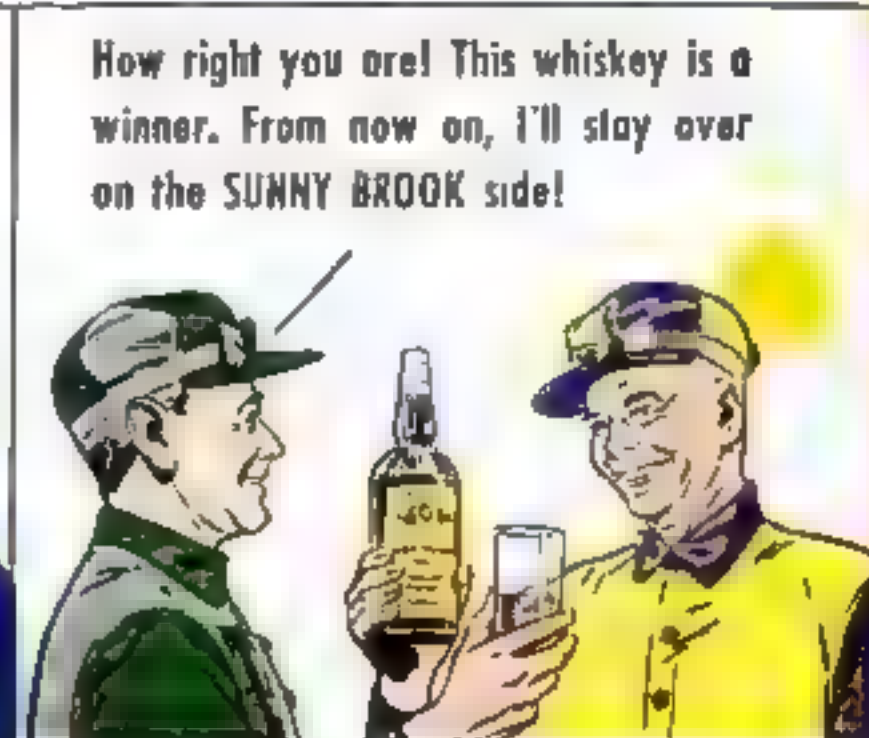
"Come over on the **SUNNY BROOK** side!"



...Trot over here on the **SUNNY BROOK** side—you deserve a treat after that fine race!



It takes **OLD SUNNY BROOK** to give a highball this rich Kentucky flavor! You can't beat it for drinking enjoyment!



How right you are! This whiskey is a winner. From now on, I'll stay over on the **SUNNY BROOK** side!

**KENTUCKY
WHISKEY—
A BLEND**



LOOK FOR
THE WATCHMAN
ON EVERY BOTTLE

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y. • 93 PROOF • 65% GRAIN NEUTRAL SPIRITS



A Vermont Church at Sunset

Golden Autumn

AGAIN ITS MIDAS TOUCH IS ON THE LAND

It is a time of year that the northerner would not trade for all the palm trees and bougainvillea in the tropic-dweller's nonseasonal world. Just as the flowering springtime repays him for winter's bitter cold, so now, in the flowering autumn, nature repays him for summer's withering heat. The repayment is in purest gold: it is tendered to him each time he passes a turning maple, or glimpses the sun through the frosted leaves of a birch. As he walks his city pavement or his country lane, he sniffs the pungent smell of wood smoke in the crisp and head-clearing air—or at least imagines that he does—and in his mind there flashes a golden montage of remembered Indian summers full of haystacks and pumpkins and apples and falling leaves. It is time for restocking his store of such images and for reflecting on the reassuring rhythm of the seasons: even when the affairs of men go out of whack, the affairs of nature manage to remain in good order. On these pages are Photographer Jack Breed's glimpses of a golden autumn in New England.



By the Old Mill Stream, New Boston, N. H.



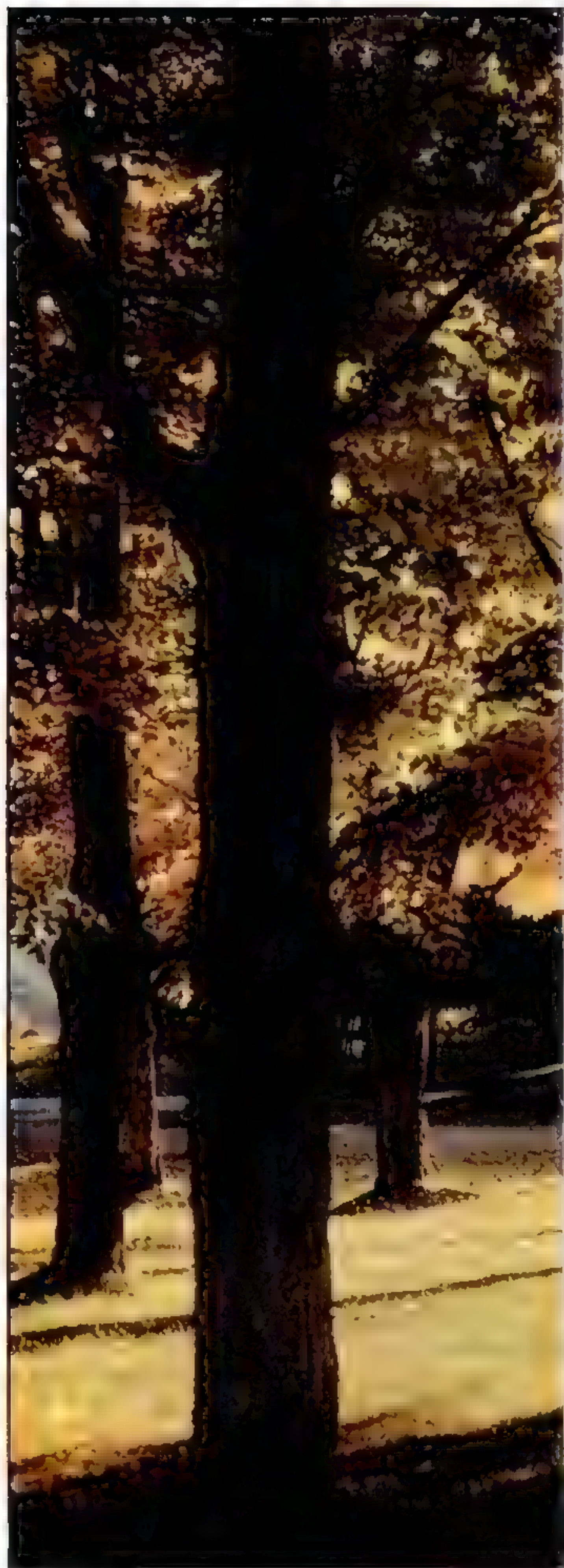
A Magic Carpet of Autumn Leaves



on Hall Road at Whitefield, N.H.



A Quiet Graveyard, Billerica, Mass.



The Village Green at Lunenburg, Vt.





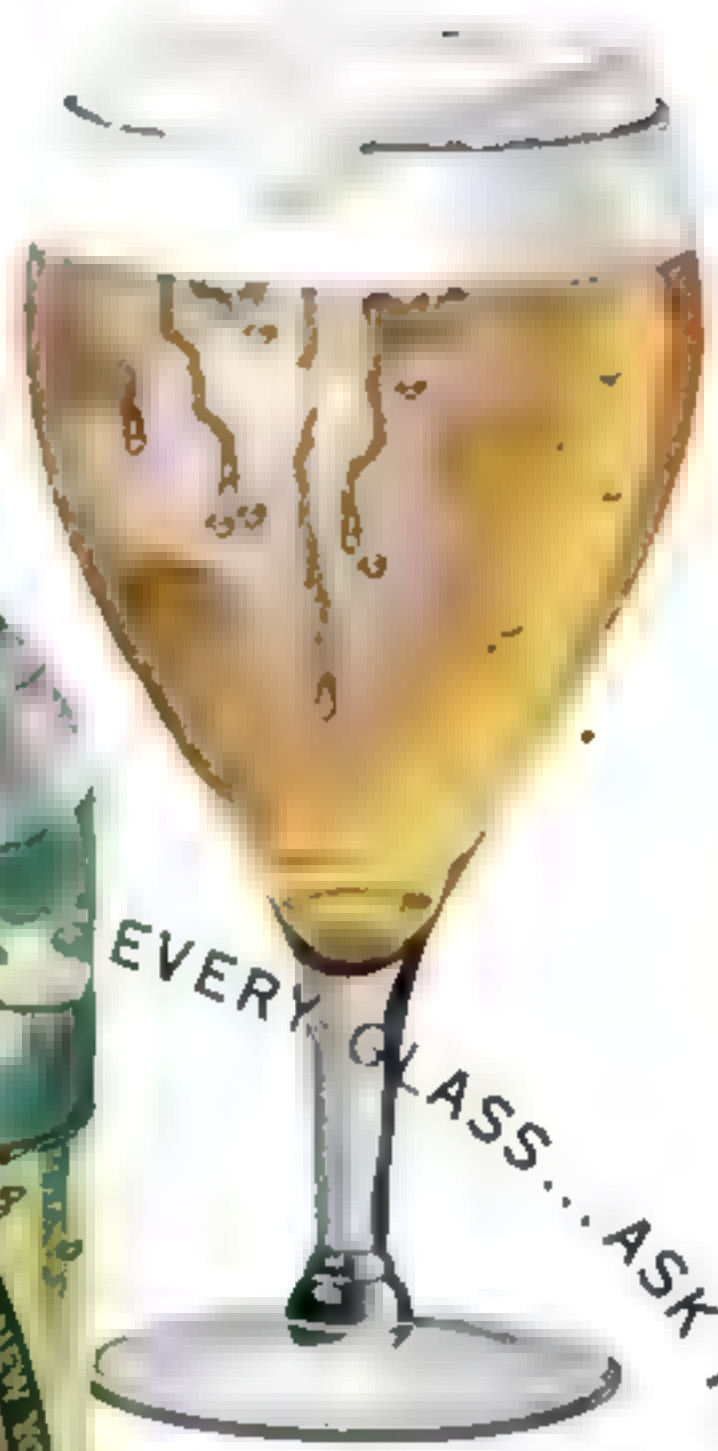
PURITY, BODY, AND FLAVOR IN EVERY GLASS

AMERICA'S LARGEST SELLING ALE

PURITY, BODY, AND



FLAVOR IN



EVERY GLASS...ASK THE MAN FOR BALLANTINE'S

AMERICA'S LARGEST SELLING ALE



GEORGE IS SMEARED WITH GREASE BEFORE HIS SWIM

PRINCETON CHANNEL

It is 36,820 yds. narrower than English Channel, just as tough

Late last month, just a few days before an Egyptian named Fahmy Attallah failed in the summer's 17th attempt to conquer the English Channel, a Princeton junior named George Montgomery decided to swim a channel of his own. For his attempt he picked Lake Carnegie, created out of a stream 43 years ago by Andrew Carnegie so that Princeton crews would have a place to row. The lake's channel is often whipped into angry ripples and its shallow bottom, muddy and strewn with beer cans, is a challenge to any swimmer who lets his feet down. Never in recorded history had anyone bothered to try to swim across its 140 yards. Sponsored by the *Tiger*, the campus funny magazine, Montgomery prepared for the swim as a burlesque on the much ballyhooed Shirley May France attempt (LIFE, Aug. 15). His handlers larded him with 3 pounds of axle grease (they got a little in each eye), strapped him with toy timepieces like Shirley's sponsored products and dusted him with flour. Then, as crowds gathered along the banks and a plane circled overhead dropping *Tiger* subscription blanks (they fell in the water), George dove in and started his dramatic swim (*next page*).



A BAG OF FLOUR is poured on George, who is wearing a face mask, an alarm clock and several toy watches.



TAKING THE PLUNGE and trailing flour after him like a rocket, George makes a graceful racing dive into

two feet of muddy water. Within seconds he had settled down into slow, easy crawl, unbothered by strong tides.

Chocolate plus

...to top off
that dinner
tonight

Serve straight
or float fresh
cream on top



Creme de Cacao by Hiram Walker

Discover what a fabulous flavor a chocolate liqueur can have. Taste *Hiram Walker's Creme de Cacao*. To create this creamy-smooth, luxurious liqueur, Hiram Walker uses only selected South American cacao—the world's finest.

DELICIOUSLY VERSATILE—this matchless after-dinner cordial gives a new flavor-peak to ice cream and makes a creamy, super-smooth cocktail.

MOCHA SUNDAE

Pour 1 ounce or more Hiram Walker's Creme de Cacao over ample portion of coffee ice cream. Top with whipped cream and stud with toasted almonds.

ALEXANDER COCKTAIL

Take 1½ each of Hiram Walker's Creme de Cacao, gin, and sweet cream. Shake well with cracked ice and strain into cocktail glasses.

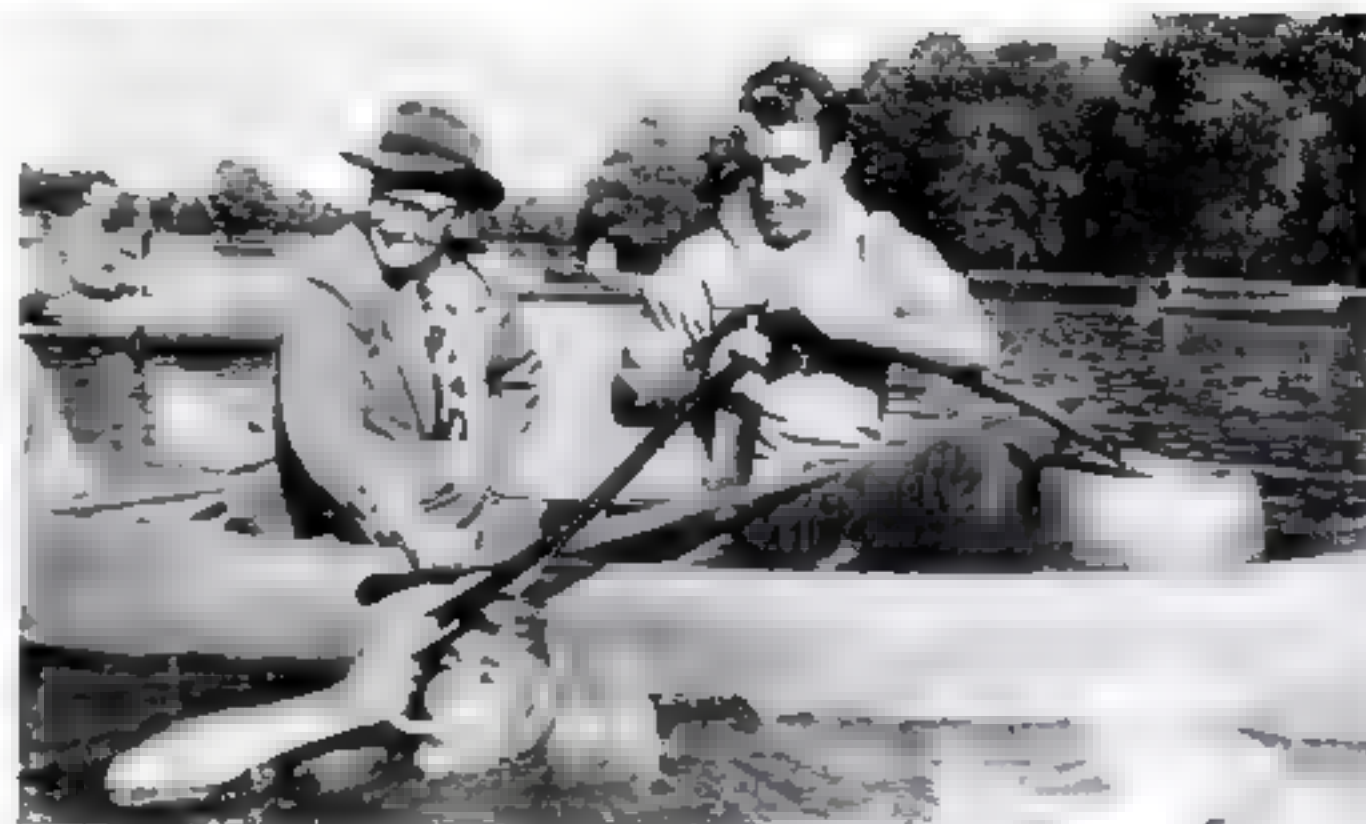
HIRAM WALKER'S CORDIALS

A RAINBOW OF FLAVORS



60 proof 60 proof 60 proof 60 proof 70 proof 60 proof 80 proof
Hiram Walker & Sons Inc., Peoria, Ill.

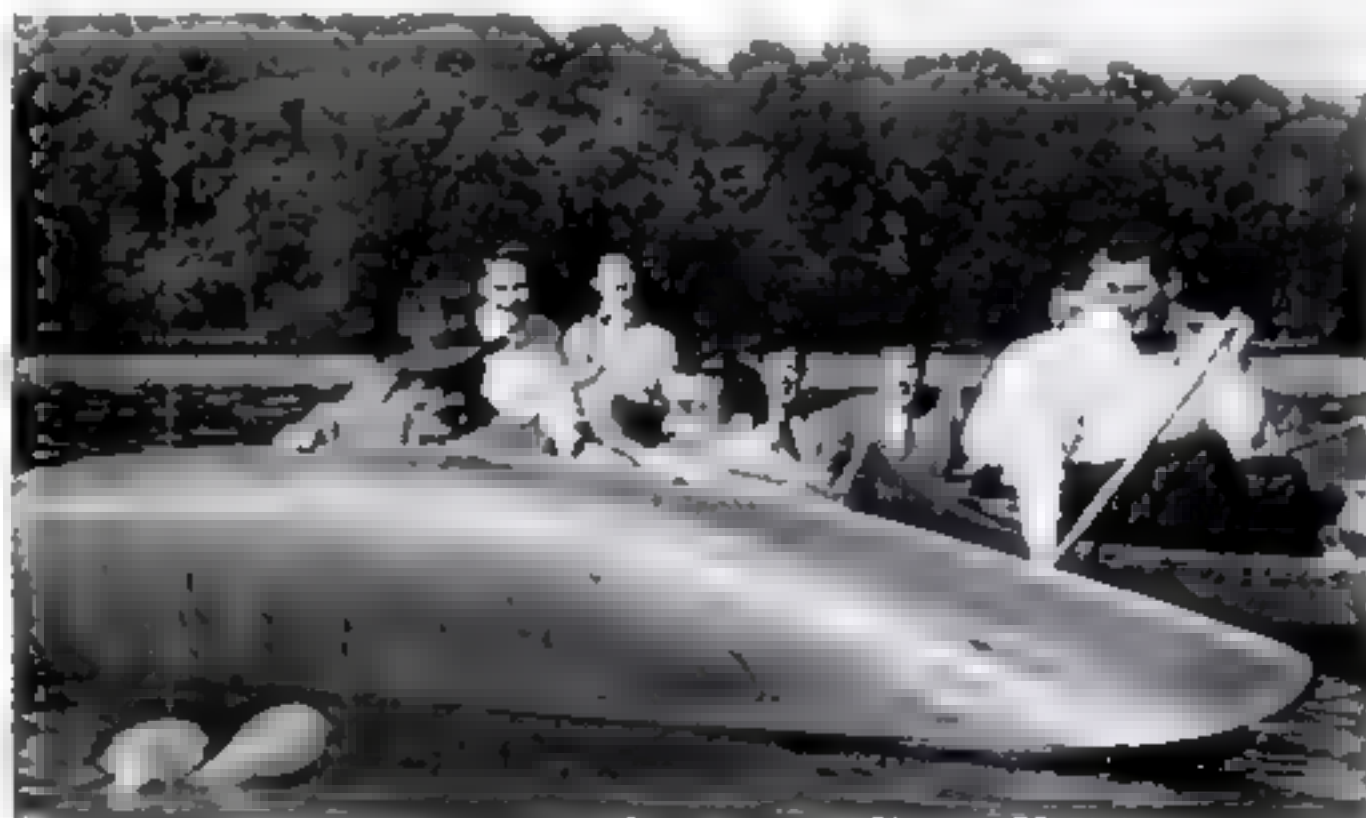
Big Swim CONTINUED



HALF WAY ACROSS George rests on water wings and drinks beer through a hose as coach uncorks wine. A devoted "father" (in hat) was also supplied.



TEN YARDS FROM GOAL George is dragged, protesting, into canoe. As in case of Shirley May France, it was felt he would harm himself if he continued.



UP AND OVER go George, his coach, "father," wine and beer into 3 feet of water. Wine was lost but beer saved because barrel was empty enough to float.



SAFE ASHORE George kisses his girl, Joan Harkins, gets grease in her ear. Unworried by grease or failure of his swim, she said, "I love you just the same."

*Grand Food-
Anytime!*



Kellogg's
**CORN
FLAKES**



Kellogg's
**CORN
FLAKES**

Morning, Noon or Night

anytime is "dote" time
with the favorite, Kellogg's
Corn Flakes! Crisp, daisy-
fresh! Nourishing for break-
fast! Swell for snack-time!
Plenty for everybody in the
Regular or Family Size!



Choose the one you love the best!
Kellogg's Corn Flakes, Pep,
Rice Krispies, Shredded Wheat,
Corn Soya, Bran Flakes, Krimbles -
All made by Kellogg's of Battle Creek.

Grand Choice every time

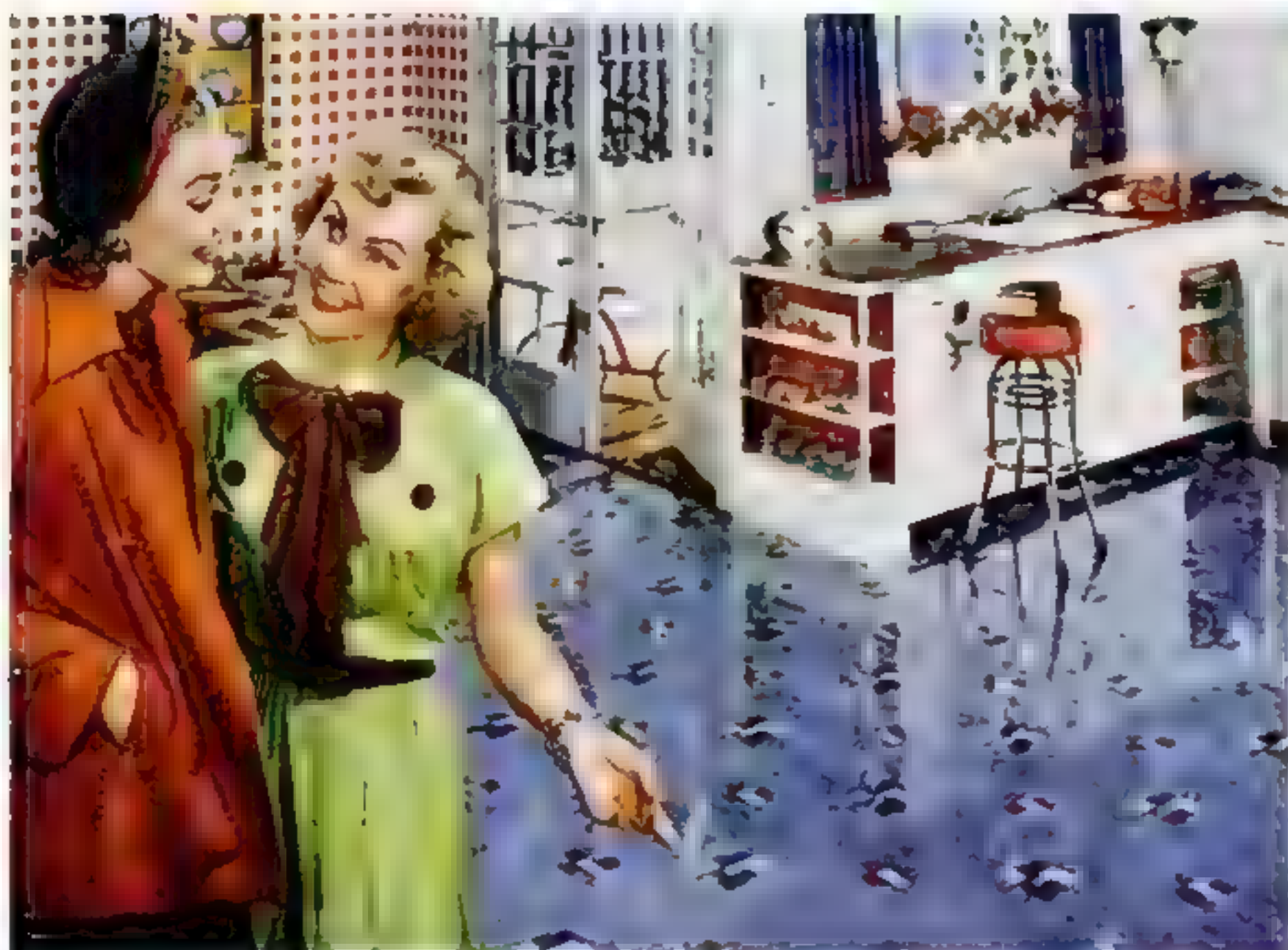
10 packages... 7 favorites!

Grins win! Groans lose. Everybody's cheered up
by Kellogg's VARIETY PACKAGE. Choosing's fun.
And *what* choice!... 7 favorite cereals in 10
generous boxes... delicious wheat, rice, corn,
soya... flaked, shredded, popped. All crisp, all
Kellogg-fresh. *Real* nourishment you *really* enjoy!
Great for lunches and supper-snacks, too. "Noth-
ing like VARIETY!"... ask all the mothers
who know. It's *the* favorite, because...



Mother Knows  Best!

Now used in twice as many homes
as any other floor polish!*



* Numerous independent surveys from coast to coast show new Glo-Coat is used in more than twice as many homes as any other floor polish!



New Glo-Coat is 2-to-1 favorite because
the shine starts brighter...
stays brighter... lasts longer!

Walking actually improves the shine! • Damp mopping won't wipe away its wax protection! • The shine won't water spot the way old-type self polishing waxes do! • No rubbing, no polishing necessary • Glo-Coat dries to a lustrous shine in 20 minutes or less • Johnson's New Glo-Coat was perfected in the world's largest wax laboratories

Get this wonderful new Johnson's
Self Polishing Glo-Coat at your dealer's today.



"How I wax my big dining room
table in 80 seconds flat!"

**Polishing furniture with
Johnson's Cream Wax
is almost as quick as dusting!**

Takes off dirt quicker • This new-type furniture wax contains three active cleansing ingredients that whisk away ordinary dirt, fingerprints and smudges on contact.

Puts on a polish quicker • Johnson's Cream Wax is genuine wax in quick-buffing form. After a few seconds' polishing it leaves the satiny-rich luster that only wax can give.

Dries absolutely dry • Can't leave a sticky film that turns smeary and attracts dust. Johnson's Cream Wax doesn't contain a single drop of oil.

Use Johnson's Cream Wax to quick-clean and quick-polish furniture, light woodwork, your refrigerator, other kitchen equipment, window sills, leather articles—so many other things.

**No other furniture polish
does so much, so fast!**

Made by the makers of Johnson's Wax

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Radio's brightest half hour
Fibber McGee and Molly
Every Tuesday evening—NBC





ROBERT WELLINGTON FRASER III BEAMS AFTER HE PUTS PEG INTO HOLE. HIS FATHER SAT BEHIND HIM TO CATCH HIM IN CASE HE TOPPLED OVER BACKWARD

A BABY INSTRUCTS THE CLASS

Columbia students learn psychology by watching eight-month-old boy

The gurgling infant above is Robert Wellington Fraser III, eight-month-old son of Dr. and Mrs. Robert Wellington Fraser of New York City. He is pleased with himself because he has just put a round peg into the proper hole in the board before him. This accomplishment pleased his parents as much as it did him, for in the judgment of child psychologists it showed that Robert already has good coordination of his body and the intelligence to see the relationship between objects.

Robert's performance, which was given recently at Columbia University, marked the first time a

baby has been used to demonstrate psychological techniques before a classroom audience sitting behind a one-way-vision glass. Unable to see the 60 student psychologists who were watching, he behaved as freely as if he were playing at home. When handed a mirror Robert immediately recognized the image (*next page*). He also proved that he knew how to follow directions: he put a spoon into a cup which had been given to him for that purpose, he rang a bell and he squeezed a doll to make it squeak. By a psychologist's rating all this meant he had the intelligence of at least an 11-month-old child.



STUDENTS WATCH through a one-way window as Dr. Lois Bellinger (*left*), instructor, administers the test.

You'll never cook with anything else...
once you've tried the new

FARBERWARE

heavy aluminum-clad

Stainless Steel cooking ware

Spreads heat more evenly



"the tops!" NEVER BEFORE!

A thick layer— $\frac{1}{8}$ inch—of aluminum is bonded to the entire bottom of a stainless steel utensil. That's the secret of FARBERWARE'S matchless performance.

HERE'S PROOF! Not a burnt spot to mar the uniform all-over color of these flapjacks. You can get that same even color with the new FARBERWARE Pans because their heat distribution is so much better! Wonderful, too, for omelets, chicken, chops, hamburgers, etc. This new Cooking Ware heats quickly... saves fuel, butter, shortening.

A GREAT NEW IMPROVEMENT IN COOKING WARE

You get the many advantages of cooking in stainless steel, plus the wonder-working "tops in bottoms" which provides even heat spread (no hot spots!)... easier cleaning... cooks on any type of stove—on high or low heat.

SEE THE NEW FARBERWARE LINE AT YOUR DEALER'S. Note the exclusive NON-SLIP handles... moulded to the hand... made to withstand oven heat. Compare the glistening beauty of the matched pieces. You'll agree... FARBERWARE is "BEST BEYOND COMPARE!"



EASIER TO CLEAN... GIVES YEARS OF SERVICE. Look at the bottom of this FARBERWARE Saucepan. Hardly a sign that flame has touched it. That's why FARBERWARE Heavy Aluminum-Clad Stainless Steel Cooking Ware is so much easier to clean. Its radiant finish lasts!

YOU SAVE MONEY! Minimum spoilage, shrinkage, sticking, scorching. And here's a cooling thought—the FARBERWARE Dutch Oven roasts just about anything on top of the stove as well as in the oven.



IDEAL FOR "WATERLESS" OR REGULAR COOKING. For best "waterless" cooking you need the best available heat spread. You get just that in FARBERWARE Cooking Ware. Vegetables stay crisp and sweet, cooked in their own juices. There's no wasteful shrinkage... nature's savory flavor, vitamins and minerals are preserved.

2-qt Covered Saucepan	\$5.20	7 $\frac{1}{2}$ " Fry Pan	\$ 3.79
4-qt Covered Saucepan	6.85	9" Fry Pan	5.19
6-qt Covered Saucepan	8.65	10 $\frac{1}{2}$ " Fry Pan	7.45
8-qt Covered Saucepan	9.95	10 $\frac{1}{2}$ " Chicken Fryer	10.95
2-qt Double Boiler	8.65	5-qt Dutch Oven	11.95

Be first to see the last word in cooking ware—FARBERWARE—at reliable stores everywhere. For free illustrated 36-page Gift Book write: S. W. Farber, Inc., Dept. L-1, New York 54, N. Y.

Baby Instructs Class CONTINUED



FRUSTRATION is induced by putting a glass plate between child and rubber rabbit. He failed this test because he pushed glass, did not reach around it.



CURIOSITY and a penchant for investigation are demonstrated by baby as he uncovers a toy rabbit which Dr. Bellinger had hidden under opaque cloth.



RECOGNITION is registered when mirror is placed in front of Robert. After studying the reflection intently, he smiled and tried to touch it with his fingers.

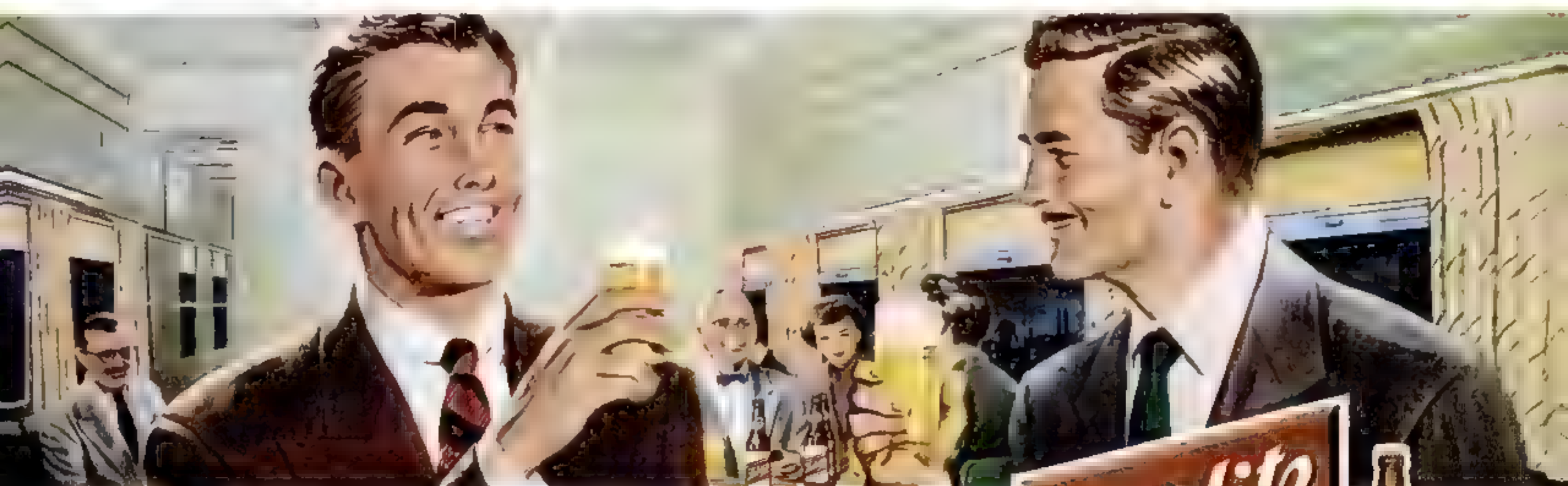
CONTINUED ON PAGE 111



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



Hurry on down, folks, and corral these great

DEL MONTE

BRAND

ANNUAL
FALL

BELIEVE ME, MA'M,
THE ROUND-UP'S LOADED
WITH BIG FOOD VALUES!

COME EARLY FOR THIS BIG
STOCK-UP EVENT AND YOU'LL
ROPE IN A PARCEL OF
LUSCIOUS SUMMER FLAVOR!



fall values ! It's another big

ROUND-UP

Grocers everywhere are again joining in a big fall Round-Up of famous DEL MONTE Brand Foods—and they're ready and waiting for you now.

So get out your chuck wagon, folks—you'll want to load it high with all this glorious summer flavor! Wise shoppers know that the Round-Up's the time to stock up for those winter meals ahead! Remember—you buy wisely when you buy for flavor—and that means DEL MONTE, every time!

YEP! THE GATE'S OPEN ON
A MIGHTY TEMPTIN'
CORRAL-FULL OF "FLAVOR-FIRST"
FOODS—AND THEY ALL CARRY
THAT FAMOUS BRAND—
DEL MONTE!

AT
GROCERS
NOW!

YOU'RE RIGHT, MA'M, THE
ROUND-UP'S THE BIGGEST ARRAY
OF TEMPTING GOOD EATING
YOU EVER SAW!



W. E. LANGE



Fabulous French Lick in French Lick, Indiana! Here in the untroubled atmosphere of a gorgeous country estate, you enjoy the good rest and good fun of a world-famous spa. With food that makes gourmets gather from everywhere on earth! Naturally in a setting like this you find you're served Meadow Gold Butter. And Meadow Gold Butter is yours to enjoy at home, too; for it's as near as your neighborhood food store! Try a wonderful treat today. Try Meadow Gold, the butter French Lick serves!

At your house... **serve the butter that's served**
at *French Lick Springs* **Hotel**



Made from only the choicest grade cream. Churned fresh daily. Rushed to your food store in special insulated trucks. No wonder Meadow Gold Butter's so delicious, so dewy-fresh!

You get all the nutritious butterfat of 10 full quarts of milk in every pound of Meadow Gold Butter! Meadow Gold is specially churned for smoother spreading. What's more, in many localities this fresh, delicate, high-score butter now comes wrapped in aluminum foil. Keeps that Meadow

Gold goodness twice as long; prevents "visiting" by other flavors in your refrigerator. And each quarter pound is individually wrapped—so the last tastes as fresh as the first. You can buy by the pound and save. Today, ask at your neighborhood food store for Meadow Gold Butter.

**Meadow
Gold
Butter**



Try these products of Beatrice Foods Co.:
Meadow Gold Ice Cream
Meadow Gold Milk
Meadow Gold Salad Dressing
Meadow Gold Cheese
Chox Instant Hot Chocolate

HE STILL ACTS LIKE A BABY



DEXTERITY and the ability to learn quickly are exhibited when Robert picks up a bell by the handle and swings it from side to side to make it tinkle.



NORMALITY is shown as the baby puts bell into his mouth and starts to chew on it. Dr. Bellinger prepared for this eventuality by sterilizing gadgets.

ASSURANCE OF QUALITY


Robert Bruce
KNITWEAR

—for Men
—Boys
—Juniors

EXCLUSIVE
'FLEXELF'
ELASTIC SHOULDER

AT BETTER STORES

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MADE FOR YOU

THE
Century
GRAPHIC ONLY
\$109.50
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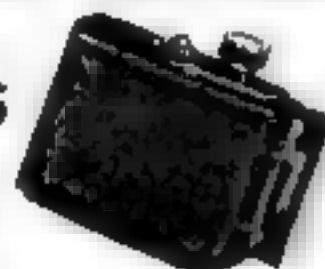
COMPLETE with Lens and Shutter

Now you can take outstanding pictures with the camera value of the Century, the Century Graphic! The easy-to-use Century Graphic is complete with the Trioptar F/4.5 color corrected, coated lens in Century Shutter with built-in flash synchronization. In addition to many of the features which have made Speed Graphic cameras the choice of press and commercial photographers, the Century offers the new Graflok back which allows the use of sheet film, film pack, and roll film interchangeably. See the Century Graphic—the camera for price-winning $2\frac{1}{4} \times 3\frac{1}{4}$ album size pictures—at your dealers today!



NEW GRAFLEX ROLL FILM HOLDER

For all $2\frac{1}{4} \times 3\frac{1}{4}$
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Popular 120 roll film size for black and white or color film. Available in two popular picture sizes for eight $2\frac{1}{4} \times 3\frac{1}{4}$ or twelve $2\frac{1}{4} \times 2\frac{1}{4}$ album size pictures. Two models, one for Graphic cameras and one for Graflex cameras.

GRAFLEX
Price-Winning Cameras

Graflex, Inc., Dept. 20, Rochester 8, New York

Gentlemen:

Forward full details on new Century Graphic and new Roll Film Holder.

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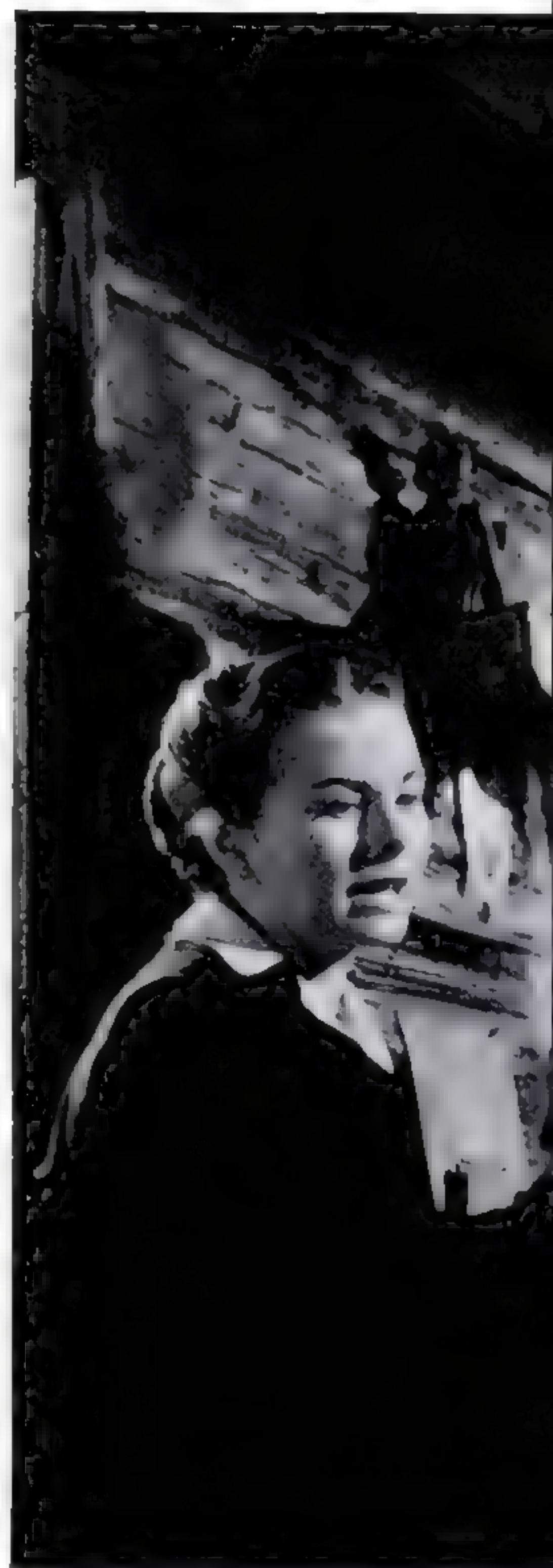
LADIES, WHAT



IF YOU WERE MADAME BOVARY AND MARRIED TO A BOOR

The questions asked above are being posed to the women of America in three of Hollywood's biggest, handsomest and most interesting current pictures, *Madame Bovary*, *Pinky* and *The Heiress*. Though known in the trade as "women's pictures," these rise above that designation by the honesty of their approach and the skill with which they are done. They are built around a series of feminine dilemmas, designed to keep asking every lady: what would you do, madam, if you were in this woman's shoes?

Most uncomfortable shores of the lot belong to Jennifer Jones in an M-G-M version of Flaubert's *Madame Bovary*. She is a flighty girl married to a rustic doctor who can't hold his liquor (*above*) and disgraces her at a dance. Her efforts to escape the dull reality of daily life lead to a series of sordid amours (*p. 116*) and final shame. Most remarkable thing about this film is the way it defies Hollywood's love-conquers-all tradition and shows a nasty, self-indulgent woman getting exactly what she deserves.



IF YOU WERE PINKY, A NEGRO,

Pinky (the word is a slang nickname for a very light skinned Negro) focuses the problems of race prejudice, so popular this year in Hollywood, on a Negro girl who went up North, passed for white, became a nurse and fell in love with a white doctor. Back home to visit her grandmother, she comes into brutal contact with one problem after another: the squalor of her home and neighborhood; the feudal ideas of the dying old white aristocrat her grandmother loves; the insults, advances, threats

WOULD YOU DO . . . ?



AND ABLE TO PASS FOR WHITE

and petty meannesses that make up most of her dealings with white folk. Finally she has to decide whether to remain with her people, as her grandmother (Ethel Waters, *above*) urges, or abandon them and flee to the North with the white doctor.

As Pinky, Jeanne Crain does well in her first serious role. The slickness of the 20th Century-Fox production does not detract from the fact that *Pinky* is one of the rare pictures which presents its central character with a genuine moral choice.



IF YOU WERE THE HEIRESS AND IN LOVE WITH A CAD

The Heiress is the only one of these films whose heroine is in the upper classes. Derived via a Broadway play from Henry James's brilliant novel *Washington Square*, this Paramount movie tells the story of an awkward New York society girl of a century ago (Olivia de Havilland). Scorned by her father, who cannot forgive her for not being beautiful and clever, she falls in love with an adventurer (Montgomery Clift) who forgives her being plain and dull because she is rich. He woos her at a dance (*above*)

but jilts her when he learns her father threatens disinheritance. With its lush setting of paneled walls, crystal chandeliers, period furbelows and knickknacks, crinoline and lace, the movie smothers some of the novel's fine irony. But it does have sparkling dialog and a fine performance by Ralph Richardson as the father. Olivia de Havilland has a little trouble looking homely but the shrewd way she gets revenge on the men who wrecked her life should make her performance a favorite with all American women.

Lucius Beebe, distinguished columnist and arbiter of good taste, is a member of the Aqua Velva After-Shave Club.

Join
**Lucius
Beebe**

IN ONE OF THE WORLD'S
FOREMOST CLUBS



Your early-morning disposition will brighten when you join the Aqua Velva After-Shave Club. Aqua Velva is a bright exclamation point at the end of your shave. It refreshes the face, gives you a healthier look, raises the spirits with its clean, fresh scent. It's good before and after electric shaving, too. Get a bottle of Aqua Velva today.

A FEW OF THE MEMBERS

Norman Rockwell Albert Spalding Lauritz Melchior
John Erskine James Thurber Sir Cedric Hardwicke



*Watch 'em perform
in a storm!*



Let the weatherman dish up his dirtiest. You're all set in these moccasin Mudhounds. Brawny Campus Grain. Double, oiled soles. Rocket. \$12.95

Walk-Over prices from \$12.95. Higher West

Walk-Over Mudhounds

Geo. E. Keith Company, Brockton 63, Mass.
75 years of fine craftsmanship, 1844-1949

Women's Pictures **CONTINUED**

PINKY MUST MAKE HER CHOICE



GOOD ADVICE is given to Pinky by a domineering, poverty-stricken old aristocrat named Miss Em (Ethel Barrymore). At first resentful, Pinky gradually comes to value above all things the old lady's admonition: "Be yourself."



A WAY OUT is offered by the doctor boyfriend (William Lundigan) who has come down from the north to get her and is horrified to see the squalid conditions she must live in. He offers to take her away with him to a city where

BETWEEN HER RACE AND HER LOVE



BAD TREATMENT is given her by a pair of cracker policemen, who came to help her when she got into a quarrel with a Negro moneylender and his hot-tempered girl friend, turn on her angrily when they learn she herself is colored.



she can live as a white woman. Pinky must make up her mind: should she go away with the man she loves and try to forget her origins, or stay among her people. Her decision: she sends him away and remains as a nurse in the South.

CONTINUED ON NEXT PAGE

makes ANY
cigarette
less irritating!



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



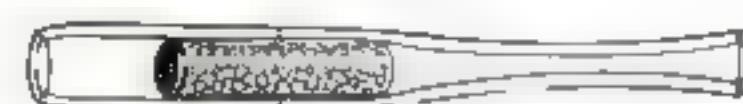
Like millions of Denicotea users—you can really *do* something about nicotine and throat irritants—no matter what cigarette you smoke!

Nothing in the world filters tobacco smoke like Denicotea. You can see the evidence in the *blackened Denicotea filter*. The irritants trapped in that filter would have reached your nose, throat... and lungs!

Your mouth feels fresher with Denicotea. The smoke is cleaner, cooler. You'll appreciate the difference *immediately!*
At tobacco counters everywhere.

Lady Denicotea long, slim, with gold tone ejector, \$3.50

Denicotea holder with aluminum ejector, \$2.00



Showing position of Denicotea crystal filter

dunhill

DE-NICOTEA
Crystal Filter Cigarette Holder

EMMA BOVARY WAS TOO ROMANTIC



EMMA BOVARY'S HUSBAND, a dull country doctor (Van Heflin), smiles with simple happiness in their wedding bed. But his wife is thinking more of the gay pleasures she expects to enjoy in the larger town they are moving to.



PLEBEIAN LOVER, a poetical young clerk (Christopher Kent), is provoked into making passionate advances to Madame Bovary when he drops in for a visit. She has a brief affair with him when he pretends to have made a fortune.



ARISTOCRATIC LOVER (Louis Jourdan) turns her down cold after she pleads with him for money to pay her debts. For Emma Bovary the problem is this: should she go back to a dull life with her husband? Her solution—suicide.



DO YOU
"SHOO" your SHOES?

—get quick relief with
BAND-AID*Foot Products

Kicking off your shoes to relieve an angry corn, bunion or other sore spot may feel good but looks bad. Ease the shoe pressure instantly with the BAND-AID brand of Adhesive Foot Products. As quick and convenient as the famous BAND-AID brand of Adhesive Bandages you know so well.

REMEMBER: Only Johnson & Johnson makes products bearing the famous BAND-AID trade mark. So buy BAND-AID Foot Products—the brand you can count on.

NOW you can get the BAND-AID brand of Corn Pads, Bunion Pads, or MoleSkin Adhesive that you cut to fit over the painful spot.



BAND-AID
Foot Products

*BAND-AID means made by

Johnson & Johnson

FEEL HOW VICKS INHALER
HELPS YOU

BREATHE EASIER IN SECONDS!

Use it
anytime...
anywhere!



It's easy! Just take a breath of this handy Vicks Inhaler. Then... feel how the soothing, medicated vapors make your cold-stuffed nose feel clearer almost instantly!

Carry it with you wherever you go. Use it as often as needed for greater breathing comfort.



By makers of
VICKS VAPORUB

IF YOU WANT A

PROFITABLE JOB *that's* FUN *too*—

STUDY THE WORLD BOOK
AD IN THIS ISSUE

PAIN

of headache, neuritis
and neuralgia

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



CONTINUED ON PAGE 112



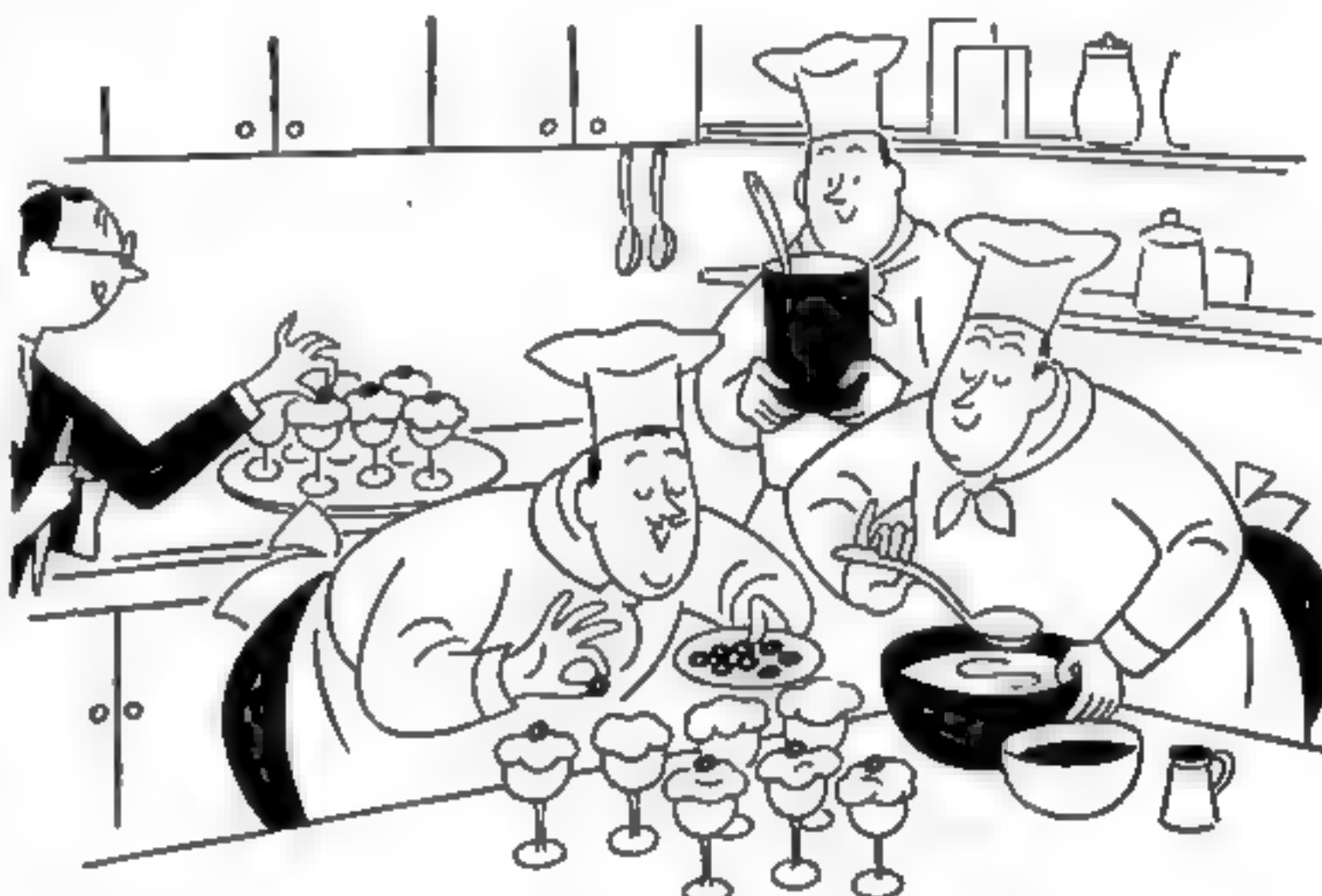
1. If you would come to Statler and should go behind the scenes,
You'd meet the Statler family, and you'd learn what Statler means.
It isn't bricks and stones and steel that make a great hotel;
It's friendly, helpful people who just want to serve you well!



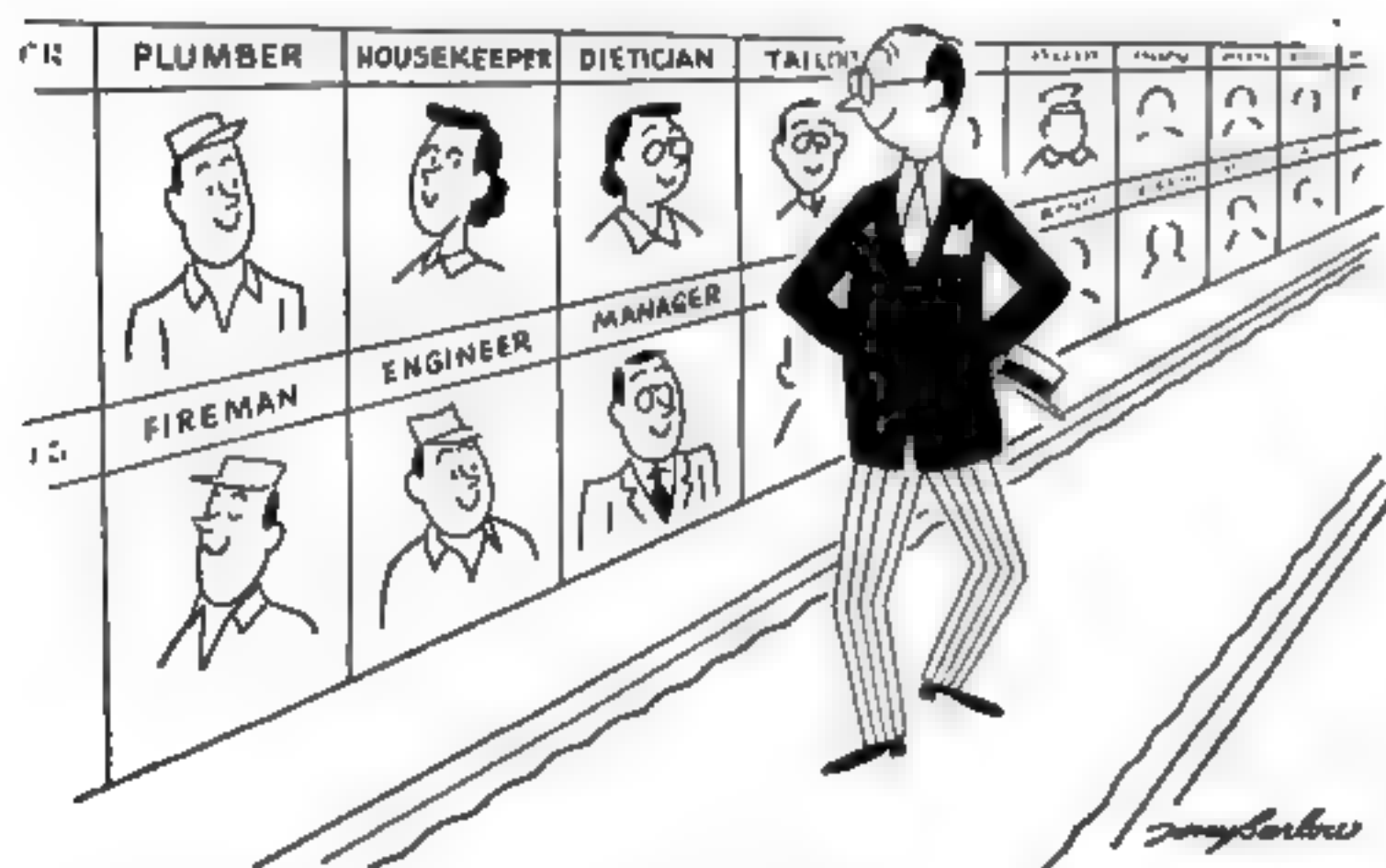
2. You'll find the maid who cleans your room, the one who makes the beds
With their eight hundred springs and more for travel-tired heads,
The men who fix your radio, the ones who check the lights,
Are working for a common goal—to give you restful nights.



3. To keep the Statler bath a place you like to take a swim in
Takes lots of loyal service from the Statler's men and women.
They polish it and shine it, (Yes, you'll find the water hot),
And see that stacks of soap and towels are always on the spot.



4. The pastry-men, the pantry-men, the oyster-men, the bakers,
The chefs, the cooks, the butchers, and the Statler's ice cream makers,
All do their best behind the scenes to make each dish a treasure
So you will find your Statler meal a gustatory pleasure.



5. And hundreds more we haven't named, and whom you never see,
All play their part in bringing you true hospitality.
From manager, right through the staff, within each Statler breast
There's one ideal: To make you feel you really are a guest!



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA),
BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON
STATLER OPERATED HOTEL WILLIAM PENN • PITTSBURGH



Looking fine....feeling gay!
Sergeant's helps him stay that way!

Not every loyal little tail-wagger is so lucky! How about yours? He'll be even more fun to come home to if you give him the care he deserves. Safe, easy-to-use Sergeant's Dog Care Products are ready to help you do it. There are 21 in all. Each one is backed by 74 years' experience. And each is scientifically developed and tested by our consulting veterinarians to provide reliable home treatment. Helpful items that every dog owner should keep on hand are listed below. You can get them at drug and pet stores.

FOR WORMS . . . which may prove fatal and which infest nearly all puppies and most grown dogs . . . Sergeant's SURE SHOT® Capsules for large dogs—Puppy Capsules for pups and dogs under ten pounds.

FOR CONDITIONING . . . after worming or illness—Sergeant's Condition Pills and Sergeant's Vitamin Capsules (VITAPLETS®)—the daily food supplement.

FOR EAR TROUBLES (internal and external ear cankers)—Sergeant's Ear Creme brings safe, speedy relief.

FREE. How to care for your dog and teach simple obedience. Sergeant's Dog Book tells you. Ask for your copy at drug or pet store. Or write Sergeant's, Richmond 20, Va.

* Polk-Miller Products Corporation.



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SHIRTS

Quality fabrics scientifically tailored to conform to your body lines, assuring perfect comfort and fit. The latest fashions... 11 flattering collar models from which to choose the style best suited to you, with single or double cuffs. Jayson gives Most For Your Money. From \$2.95.

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Makers of *Circle Shirts*

...because it fits to Perfection

THE NATION SAYS

Gayson

SHIRTS - SPORTWEAR - PAJAMAS



SHIRTS - SPORTWEAR - PAJAMAS

Women's Movies CONTINUED

THE HEIRESS WAS TOO PLAIN



INTIMIDATED, the heiress is forced to go to Europe by her father, who wants her to give up the worthless young man she loves. When she still persists in wanting to marry him, her father says he will cut her off in his will.



JILTED, the heiress sits with her aunt Lavinia (Miriam Hopkins) waiting hopelessly for her lover the night he promised to elope with her. He does not come, and she faces the bitter knowledge that he was only after her money.



REVENGED, the heiress leads her lover on when he proposes marriage again years later. Problem: should she marry him or get even with him? Solution: she leaves him knocking vainly at her door, goes upstairs to bed and spinsterhood!

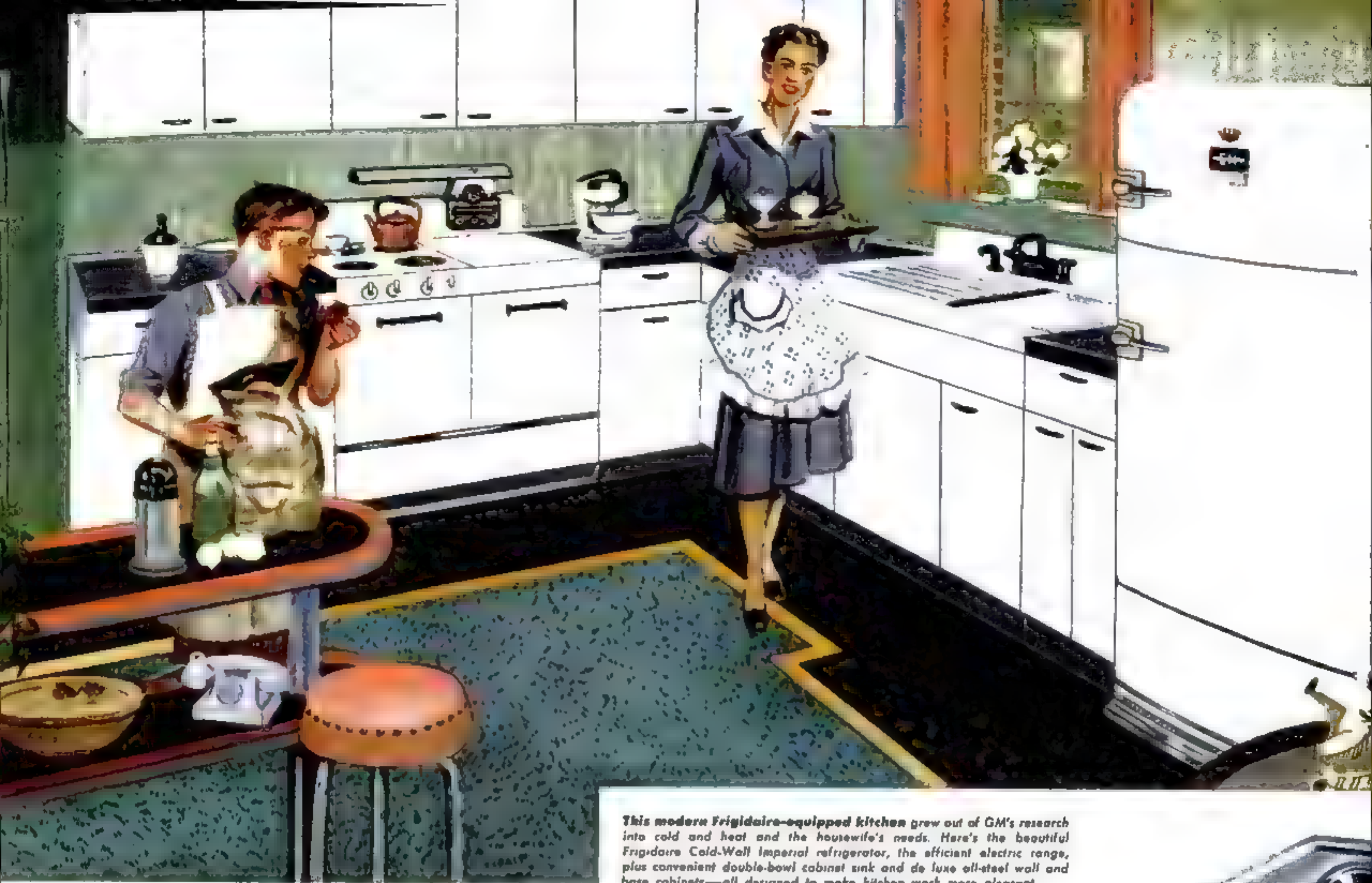


TOPS THEM ALL!

Taste them all! Compare them all! Then you'll know why millions agree
—Seagram's 7 Crown *tops them all!*

Say Seagram's and be Sure

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 86.8 PROOF 65% GRAIN NEUTRAL SPIRITS. SEAGRAM DISTILLERS CORPORATION, CHRYSLER BLDG., NEW YORK



This modern Frigidaire-equipped kitchen grew out of GM's research into cold and heat and the housewife's needs. Here's the beautiful Frigidaire Cold-Wall Imperial refrigerator, the efficient electric range, plus convenient double-bowl cabinet sink and de luxe all-steel wall and base cabinets—all designed to make kitchen work more pleasant.



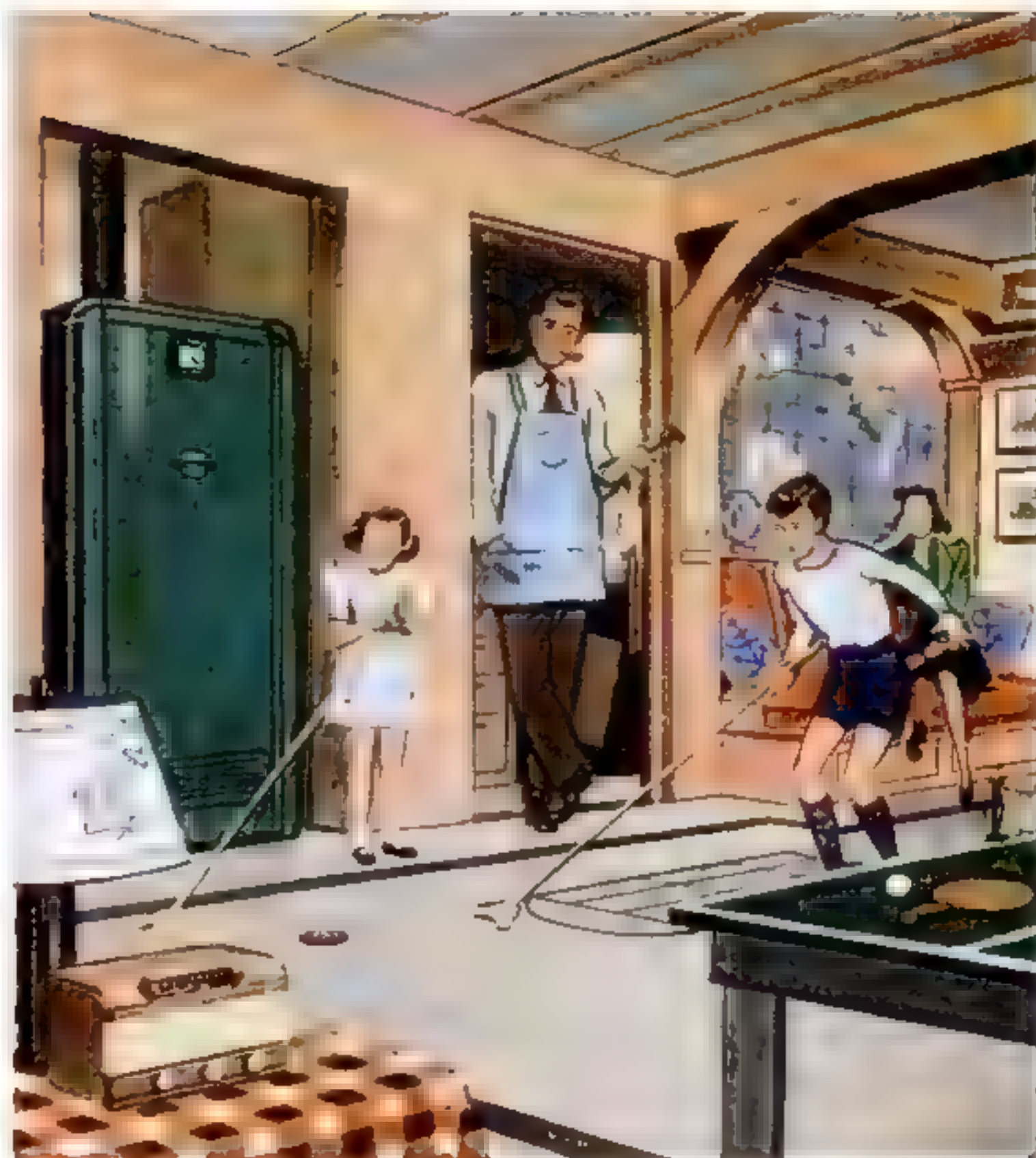
For greater freedom from washday work and worry, Frigidaire brings you this complete home laundry. And Frigidaire quality in automatic washers, automatic clothes dryers, electric ironers and water heaters is yours at prices that spell real value.



FRIGIDAIRE •



The entertainment world comes home—in a Delco television receiver or a Delco AM-FM radio console complete with automatic phonograph, a superb product of Delco research and engineering in electronics—sold exclusively through United Motors dealers.



All play and no work—with clean, dependable heat from a Delco-Heat automatic oil-fired boiler. There are also automatic Delco-Heat units for all types of heating systems and for use with all three fuels—oil, gas or coal.

Key to better living

Not every General Motors product needs a key to make it go.

But the name GM still stands as a symbol for value, not only in motorcars, but things for the home—products that keep food fresh, people comfortable, and daily burdens lighter.

The reason is simple. No matter what the product is—refrigerator, electric range, automatic washer, television or automatic home-heating equipment

—it benefits by the same GM fundamentals applied in its automotive products.

These are better research for long-range improvements—better engineering and design to give them practical, eye-appealing form—better production to build them well and at low cost.

And so, in many things for better living, GM is the key to greater *value*—just as it is in cars. Ask your Frigidaire or Delco dealer to show you why.

GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

DELCO • UNITED MOTORS • CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

HEAR HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



They bear up under pressure! Tough, resilient nylon filter fabrics used in making ceramics wear up to 10 times as long as ordinary materials. And strong nylon fibers are not weakened by mildew.

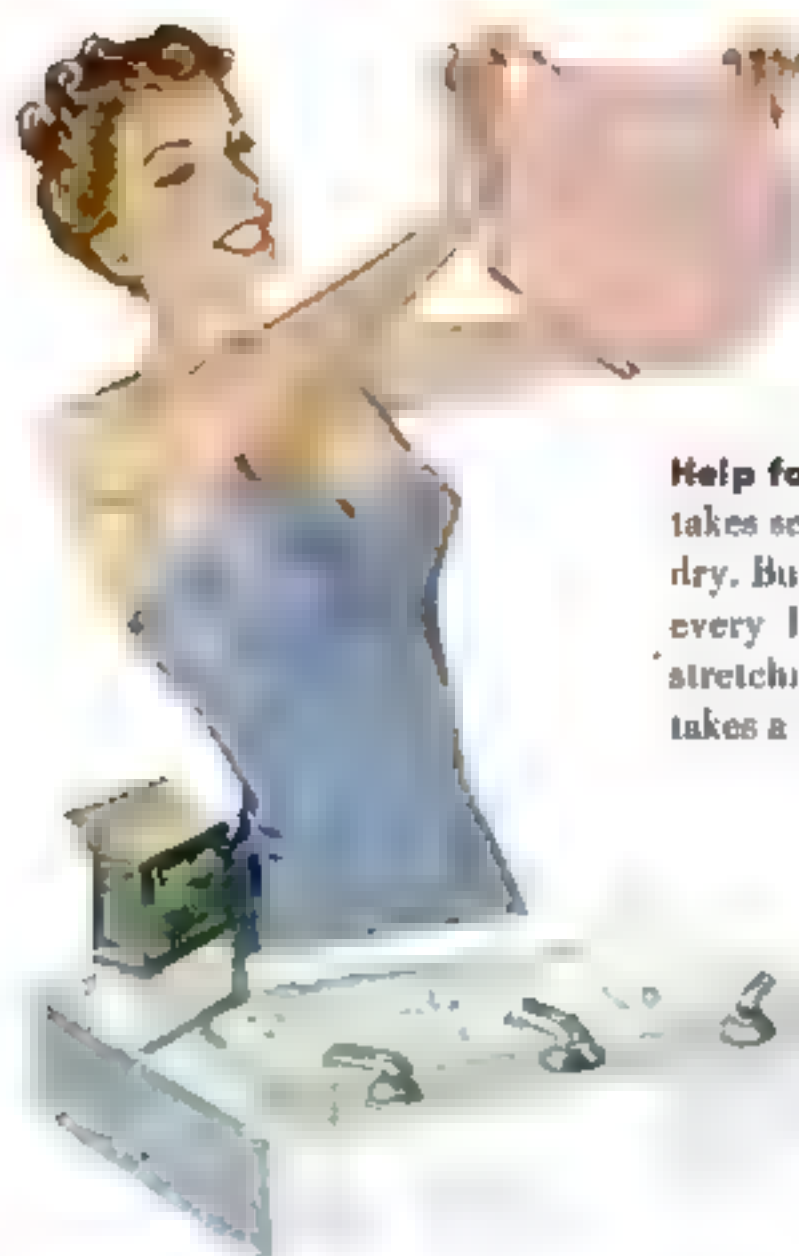


Sportsmen's choice—warm spun nylon socks that wear for seasons! Douse them in suds—they keep their shape without stretchers. And perspiration or moths are no hazard at all!

Never a dress like this before—exciting, warm sports dress of spun nylon! You can actually toss it into a tub—needs little or no ironing. Pack it—wrinkles hangout! Marvel at it—wear it—and wear it! It's the newest thing in easy-living nylon!

NYLON

gives you something extra



Help for hummers! Nylon lingerie takes seconds to wash, minutes to dry. But it looks flower-fresh after every laundering (no shrinking, stretching or sagging worries)—takes a long while to wear out!



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Extra! Extra! Read all about the extra values in nylon! Something extra in *light weight and long wear*! Heft a nylon suitcase. Marvel at the wear in a nylon girdle. And—the newest nylon news—slip into a soft spun nylon dress. Warm? As Mother's heart. Washable? As a nylon stocking. What a wonderful fabric—and so long-wearing—stubborn nylon insists on a long, long life!

Something extra in *strength*! It's hard to find tougher, handsomer upholstery, rugs and drapes—nylon is so well-behaved in the house!

Something extra in *easy washing and fast drying*! At night swish your nylon pretties in the suds and hang 'em up happily. They'll be dry long before

dawn—and what's more, they'll keep their shape. Lovable, tubbable nylon!

More extras: No more brow-creasing over shrinking or stretching—properly "heat-set" nylon holds its shape. And nylon resists moths, flame and perspiration—not weakened by mildew.

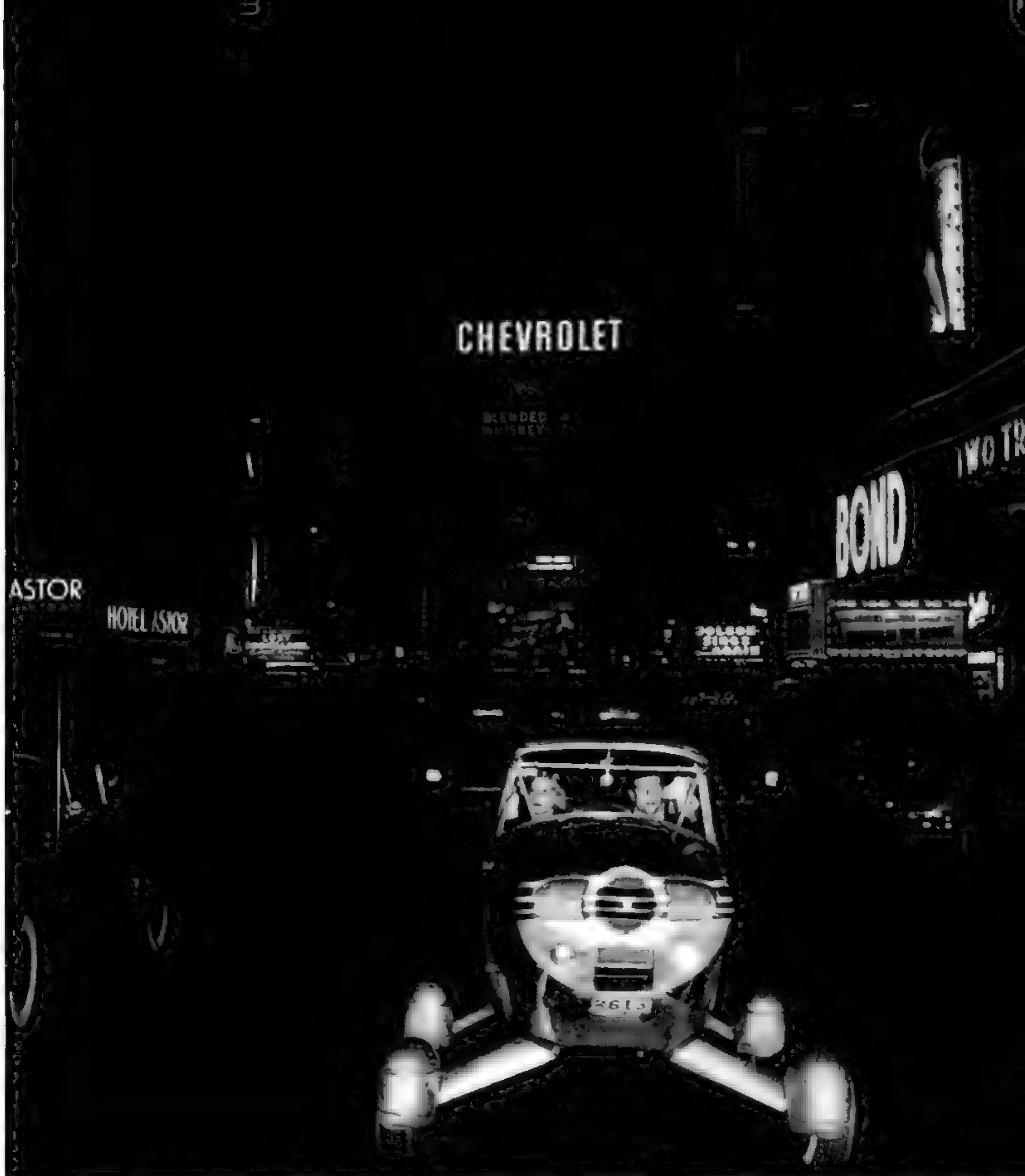
WANT TO KNOW MORE about nylon? Homemakers, thrifty shoppers, clubwomen, students, write today for the new free illustrated booklet, "Nylon Gives You Something Extra." MANUFACTURERS send for free booklet, "Nylon Textile Fibers in Industry." Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.



Du Pont makes only the nylon fibers—not the products shown.



FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT



BOWLING DOWN BROADWAY IN THE AUTO HALF OF HIS AIRPLANE, FULTON PULLS AWAY FROM TRAFFIC. AS AN AUTO IT DOES 60 MPH, ACCELERATES RAPIDLY

AN EVENING BY AIR

The Fultons fly their automobile
from backyard to Broadway and back

Although Inventor Robert E. Fulton lives in Newtown, Conn., he treats his wife to an evening in New York City, 60 miles away, almost as easily as he goes to a local movie. That is because of his Airphibian (LIFE, Oct. 23, 1948), a combination airplane and auto in which he can take off from a field behind his home and reach LaGuardia airport in 32 minutes. There he can remove wings, tail and propeller in five minutes and drive what

is left to Broadway (above) in 25 minutes more.

Fulton is satisfied with his experimental plane after a year of tests, and he plans to build six more by Jan. 1, for sale at from \$7,000 to \$9,000 each. He believes they will sell because he is sure that many people would like to duplicate the evening shown on the following pages: take-off at sundown, a leisurely dinner, a 2½-hour show and back in time to get the baby-sitter home shortly after midnight.



What No Other
Wine Can Claim —
You Taste In Your
Glass of ROMA

*because the world's greatest reserve
of fine wine is aging
in Roma Cellars...
and from this treasure
only the best
is ever labeled Roma*

So...ask for

ROMA WINE

every time

AMERICA'S LARGEST
SELLING WINE

© 1949 Roma Wine Co., Fresno, Calif.



Evening by Air CONTINUED



FULTONS LEAVE HOME in Newtown at 5:30 p.m. — dressed for theater. Children Rawn, 3, Travis, 6, Robin, 9, accompany them to airport. Car 1110.



OVER NEW YORK CITY at twilight Fultons spend a few minutes sight-seeing before swinging over to LaGuardia field for dinner. The Airphibian is



FULTON TAKE OFF from an ordinary field behind their house as the children wave. A four-wheeler's four wheels make it easy to taxi over rough ground.



powered with a 150-hp engine, cruises at 110 mph, uses nine gallons of gasoline an hour. Not counting dinner and theater tickets, trip cost Fulton \$10.

CONTINUED ON NEXT PAGE



"HE'S HAD AMAZING LUCK SINCE HE CHANGED TO MENNEN SKIN BRACER."

*It's He-Man Aroma
"WOWS"
the Ladies!*

Helps Heal Tiny
Razor Nicks, Too!



LARGE 5-OZ. BOTTLE 49¢

GIANT 12-OZ. BOTTLE 98¢

MEN WITH DRY HAIR!

Read Why 3 out of 5 Men Chose This
Amazing
Hair Conditioner*



- Keeps even driest hair neatly, naturally in place!
- No grease to "gum up" hair!
- Fortified with lanolin, that's so much like the natural oils of your scalp!
- No alcohol to make dry hair even drier!
- Has a masculine aroma!
- More for your money! Big 5-ounce bottle only 49¢.

* Over the second choice brand in comparison survey.



*I'm no
pet, BUT...*

kangaroo



LEATHER

*makes many
a man's
pet
shoes*

The Kangaroo is a wild animal with a very unusual skin structure of closely woven fibres. When tanned it makes leather that's very strong, and resists nicks, peeling, scuffing. Kangaroo is soft as kid, too, and supple and thin in spite of its super strength.

**He's a natural
born athlete**



Maybe that's why athletic shoes are made of Kangaroo leather. Anyway, you know how fussy athletes have to be about their feet. Be fussy about your own feet, treat them to a handsome pair of Kangaroo shoes, the lightest things on two feet. Ask for Kangaroo shoes at your regular shoe store, or write for informative booklet with list of makers of Kangaroo shoes.

MEN

**It's KANGAROO for the
very best shoes for you.**

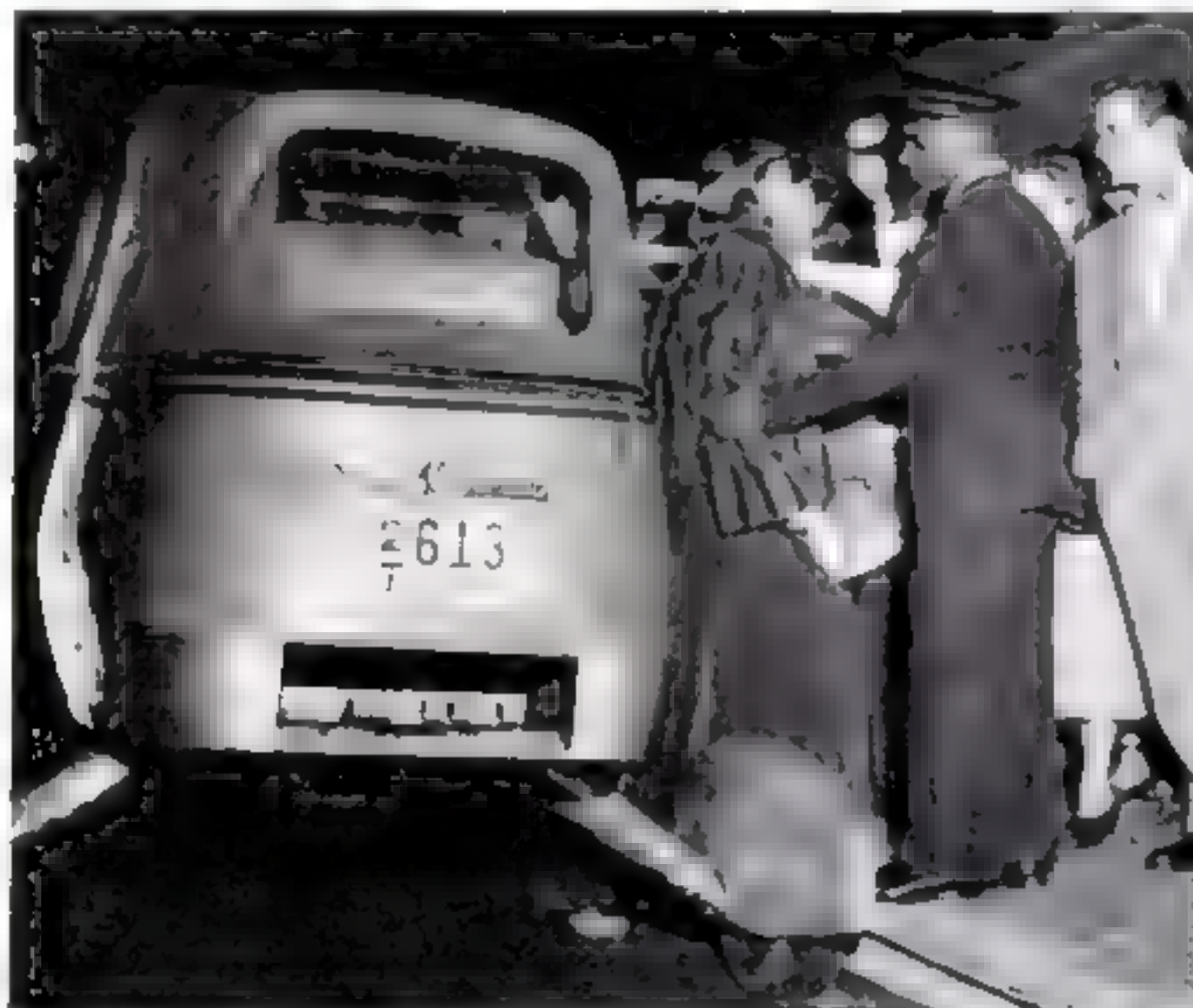
KANGAROO TANNERS
216E Tremont Street, Boston 16, Massachusetts



FULTON REMOVES PROPELLER from Airphibian after dining at La Guardia field. Engine is then hooked up to drive wheels instead of propeller.



AT THE THEATER Fulton's plane proves a show in itself. Policeman continually had to make curious cab drivers move along to prevent a traffic jam.



MRS. FULTON STEPS OUT of Airphibian into the staring crowd. The compartment below license plate holds the control connections for wings and tail.

JWIGS

LEISURE SUITS

Alluring in style, enduring in quality and heaped with Jwigs character. Made like Daddy's with four patch pockets. Fancy wool checked collar, lapels and back contrasted with lustrous Navy or Brown Gabardine. Sizes 2 to 7. About \$14.95

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Wm. Schwartz & Co., Inc.
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**PEOPLE WHO MUST
HEAR
INSIST ON
"EVEREADY" BATTERIES!**



"I work with facts," says Miss Merrick, one of the editors of the famous *Book of Knowledge*. "so I have to know that I'm hearing perfectly! And it is a fact that 'Eveready' batteries give me low volume, better hearing—longer! Incidentally, few people even suspect I wear a hearing aid!"

Use your aid 8 to 16 hours a day? If you do, be sure to try the new 'Eveready' "A" battery No. 1005E (for single unit hearing aid). It will last you three times as long as other "A" batteries of equal size!

This battery uses a radically new, electrochemical principle to maintain long life and virtually constant voltage.

EVEREADY
TRADE-MARK
HEARING-AID BATTERIES

See your
hearing-aid
dealer!

The trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

The year that got away—



LONG AGO, he'd planned the year, the day, the hour of his retirement.

He'd planned to close his desk and throw away the key. He'd planned a thousand days of hooking fish that never seemed to bite on week ends.

But somehow, that year got past him. And now, a year beyond that date, his desk is still open . . . the weekday trout still in the brook.

What happened? He never really understood. Unexpected expenses . . . Nickie starting college . . . the last of Mom's hospital bills. He never really figured it out. But he knew one thing: the happy day he planned was no longer in sight.

A lot of years are getting away from a lot of people . . . and usually it's because they don't have a plan which helps them save money regularly.

But there *are* people—millions in the country—who are making the most of the years, by investment in United States Savings Bonds.

Each year, their stack of bonds grows greater and greater. And each year, the goals of their life come closer and closer. It's an easy, automatic way of insuring a financial future, thanks to two simple, *automatic* plans:

- 1. The Payroll Savings Plan**, at the firm where you are employed. You get a bond just as often as you like.
- 2. If not on a payroll**, you can get a bond every month, charged against your bank account, through the Bond-A-Month Plan. See your banker.

Don't let another year—another moment—escape you. Sign up today.

Automatic saving is sure saving— U.S. Savings Bonds



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Who put the IRON in Baby's Dish?

You did, Mother—if that's one of Gerber's good-tasting Cereals in Baby's bowl. For each serving contains a healthy helping of iron to help build good red blood. No wonder so many babies start right out on Gerber's Cereals as soon as spoon feedings begin.

You see, doctors know that babies are our *only* business. And they often suggest Gerber's *specially prepared* Cereals, Fruits and Vegetables, to Mothers like you. Gerber's have True-Flavor, Perfected-Texture

and all Gerber's are accepted by the Council on Foods and Nutrition of the American Medical Association. The Meats, too, of course.



Meats, so soon? Yes, ma'am. Nowadays doctors approve Baby's early introduction to meat. So, Gerber's bring you lean, luscious Beef, Veal and Liver, prepared from Armour quality cuts. All have complete quality proteins. All, *ready to serve*—and, much cheaper than Baby's meats prepared at home.

Gerber's
BABY FOODS
Fremont, Mich.



Babies are our business... our only business!

Mothers Club News



Reported by

Mrs. Helen Gerber
(Mother of 5)

"GOOD IDEA, The Mothers Club News," writes a New York mother. "It's full of helpful suggestions. May I add one? To help get your legs back after baby comes, top that occasional ice cream treat with some of Baby's Strained or Chopped Fruit. Delicious—and far less fattening than fudge sauce."



COMON IN! This column is wide open for your helpful baby care suggestions. Send them to Mrs. Gerber, Box 45, Fremont, Mich. Then all us mothers can share them.



WIS TIP: Next feeding try using a diaper as a bib. Big enough to really cover baby! Less spots on sonny's shirts. Less washing for you.



ECONOMY NOTE: Less leftovers with Gerber's Junior Foods. Same size container as the Strained, that's why. Same low price, too! Mothers say that when baby has enough teeth for Junior (chopped) Foods, you can serve a bigger variety at each meal, thanks to Gerber's small size container.

DON'T FORGET DADDY, says your Mothers Club Reporter. He wants a hand in bringing up baby, too. On Sundays, for instance, let Pop (in your rubber apron) give Junior his bath. They'll have fun!



FREE CEREALS! Get your samples of Gerber's Cereal Food, Strained Oatmeal and Barley Cereal. All ready to serve. Write Dept. LF10-9, Gerber's, Fremont, Michigan. In Canada, Gerber's Toronto.



THE RESOLUTE FACE OF RED ARMY COMMANDER CHU TEH LOOMS OVER COOLIES AT "LIBERATION" FESTIVAL

REPORT ON COMMUNIST SHANGHAI

PHOTOS BY CARTIER-BRESSON

TEXT BY ROBERT DOYLE

BY CABLE FROM HONG KONG

JUST before dawn on the morning of May 25 an army of stern young peasants, their mustard-green uniforms dulled with dust and their eyes bloodshot with fatigue, padded quietly into fabulous, sinful Shanghai. After 35 days of battle they had brought into the Soviet orbit the largest city in China, the fourth largest in the world and the greatest metropolis ever to come under Communist rule.

In the months since that somber May morning the Chinese Red army has extended its conquests southward some 750 miles and the top leaders of China's Nationalist government have been driven into shaky refuge at Canton and on Formosa. The Chinese Communist party has proclaimed a People's Republic of China at Peiping in the same golden-roofed temples where the Manchus reigned, and Moscow has welcomed its Chinese stepchild into the family of Russian satellites with full diplomatic gestures and gloating Marxian prose.

In those same months thousands of Westerners in Shanghai saw Communism in command for the first time. Late in September 1,200 of them who had seen enough were our fellow passengers on the American liner *S.S. General Gordon* as it eased down the muddy Whangpoo River toward the broader Yangtze and the open sea. Having lived through Shanghai's disastrous postwar inflation and then through four months of Communism, most of us were glad to be going away. On deck a British passenger, one of those who had known and loved Shanghai as "the wickedest city on earth," mumbled his feelings about the trying months just past: "A nightmare of morality," he said.

It was this striking incorruptibility of the Communists—a trait which they brought to Shanghai in actions as visible as the propaganda posters of their leaders—that gave the vast city its first favorable impression of the conquerors in red-starred caps.

For decades the Chinese themselves have had a saying that whoever drinks the yellow waters of the Whangpoo is forever corrupted. A few weeks before the Communists arrived, a shrewd Chinese, the comprador of a foreign oil company, had laughed contemptuously. "Let them come," he said. "The Communists can't change Shanghai. Shanghai is plenty tough."

But the curious new morality began to show itself immediately. Shanghai produced counterfeit Communist money within half a day of the Reds' arrival, then listened with astonishment while the earnest country boys explained that their soldiers' pay was meager but they



RED RHYTHM carries troupe of costumed teenagers along a Shanghai boulevard. Communists quickly mobilized China's restless students for first victory celebrations.



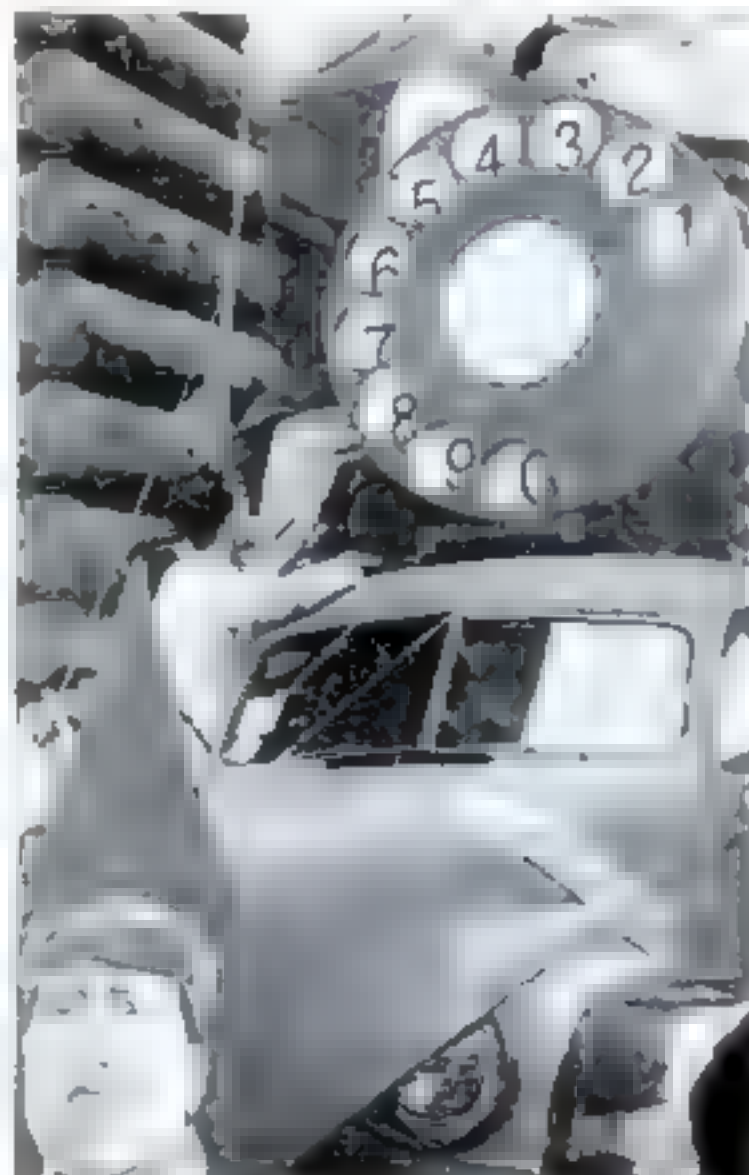
SHOP WINDOW DISPLAYS of refrigerators—a non-Communist luxury, intrigue country soldiers taking their first look at Shanghai.



THE MASSES' LASSES (*above*) swing happily past Bank of China's stately modern facade, chanting anti-inflation ditties in Red's campaign against money speculators.



THE ENEMY, be-named Uncle Sam, is lampooned by paraders. Masked men are "running dogs"—Chinese friends of U.S.



ENEMY'S GADGET, a telephone dial, is displayed by other workers. Reds were glad to retain this useful Western device.



YANGKO DANCERS (below) hop and sway on rain-washed pavement. Favorite Red China crowd getter, the

yangko resembles both conga and big apple, with cattywomp-like singing added, but came from a Chinese folk dance.



SHANGHAI CONTINUED

were working for the "people" and would not burden the "people" by taking more money.

Cynical Shanghai had watched Nationalist police execute black-market money dealers on downtown streets, only to see new speculators swiftly take their places; so it sneered when it heard that the new "people's government" planned to teach speculators the evil of their ways. But by June 11 students were surging through the streets scattering antispeculation messages. Little girls in pigtails paced off the congalike rhythm of the Communist *yangko* dance (below, left) to attract a crowd, while their elder brothers and sisters went to work on the soapbox.

After oratory the student reformers lustily sang a ditty: "The people have been seriously victimized by the silver-dollar dealers." Evangelism led next to long hours of "re-education" by lecturers for silver-dollar dealers who were not convinced. And soon a bewildered Shanghai conceded that the Communists had achieved their first success. The city seemed rid of its inflationary curse—and it stayed that way for about a fortnight.

In good Communist fashion confession, repentance and apology then became the order of the day. Prodded by inspired young revolutionaries from the north who moved into factories as political workers, hardboiled laborers found themselves confessing to sins of corruption and greed. The newspapers of the new China, giving top billing to the reform of workers, reported "true life" stories. "Lazy Bug," a worker at the Kiangnan dockyards, became a hero. Before liberation, Lazy Bug was the dockyard's worst worker, balking his employers and stealing off for naps during working hours. But at the plant's first revival meeting Lazy Bug was criticized by fellow workers and got the faith. Now, reported a newspaper, Lazy Bug was known as "Busy Bee," an exemplary employee.

Confession for everybody

FOREIGNERS too were swept up in this orgy of self-flagellation. Two frightened foreign-newspaper editors, on request of authorities, printed humble apologies for "sins" they had not committed. Another foreigner solemnly confessed in an advertisement in the official Communist newspaper that he had misappropriated 31 tins of canned food belonging to the "people." One minor British diplomat found that, like most crusaders, Chinese Communists would not tolerate a sense of humor. As a practical joke he telephoned a friend, announced himself as representative of the all-powerful Shanghai Military Control Commission and ordered the friend to publish a denial of any connection with the "imperialistic" British Information Service. His jittery friend went directly to the commission to make sure the wording of his denial would conform to this strange demand. That ended the joke, and in the official Communist daily the next day there appeared the diplomat's own confession, apology and promise to indulge no more in practical jokes.

Houses of prostitution closed by the dozens and the Communists set a one-year goal for total eradication of both prostitution and big dancer halls—the latter a Western weed in China's earth. An ancient Chinese "vice," mahjong, went underground after many of its devotees publicly asked the people's pardon and swept the city streets to atone for gambling urges.

The "re-education" process extended even to jails, where the Communists undertook to re-educate small fry bureaucrats left behind by the Nationalist administration. Communist



AIR RAID VICTIMS in new, wooden coffins lashed to a rubber-tired pushcart are trundled past other dwellers

of a slum area where 150 Chinese were killed during a Nationalist bombing raid aimed at Shanghai railyards.



RED MAYOR Chen Yi speaks on anniversary of Sino-Japanese war, which he says the Soviets won. Poster shows Mao Tse-tung, strong man and newly-elected chairman of People's Republic.



GIRL PROPAGANDISTS, representing artists and writers, are shown at a July 4 parade which was strongly

anti-American. Stars show Soviet decorative influence. New Chinese flag has five yellow stars on red background.

RUSSIAN LOOK APPEARS AS KERCHIEFED GIRL COMMUNISTS WOO OFFICE WORKERS →





SHANGHAI CONTINUED

procedure was to treat such miscreants well, teach them the "new democracy" and thus win their confessions, repentance and pledges of allegiance to the new regime. The program was carried out with great gusto by the new Communist mayor, Chen Yi (left), a man who gained increasing notoriety as time went on.

Sometimes a difficult case arose. One young newspaperman who had worked for a "reactionary" English-language newspaper underwent a month of painstaking re-education, then was put through his catechism. When asked the vital question, "What is the greatest motivating force in human history?" he blurted, "Money." The political worker threw up his hands. "No, no, no!" he shouted. "The class struggle!"

The Communist bible, Mao Tse-tung's *China's New Democracy*, promised that the leadership of China would fall to the nation's workers. And because they painfully needed labor's support, the Communists at first gave labor a free rein and the citizens turned out to cheer their huge parades. Then to the consternation of employers—Chinese and foreign alike—labor turned from parading and chanting "Follow Mao Tse-tung" to the more practical matter of pay.

This development coincided with a press campaign to teach foreigners that no longer could they hope for a privileged position in China. "Foreign exploitation" of the Chinese became a happy topic for daily editorial harangues. Communist actors lampooned Generalissimo Chiang Kai-shek and his inner circle as "the traitorous tools of American imperialism."

How to win back a job

ONE affair that illustrated the employer dilemma of both foreign and Chinese businessmen was that of the Chunghua Book Company, which in 1931 had discharged some 500 workers from its Hong Kong office. After the Communists took Shanghai 40 clamoring workers, claiming to represent the original Hong Kong 500, appeared in the company's Shanghai office and demanded reinstatement—just 18 years after dismissal.

To enforce such demands Shanghai labor revived an old Chinese technique—the lock-in. Recalcitrant employers were simply locked inside their office and "negotiations" continued until the weary and often hungry executives gave up in defeat. An American editor (p. 141) became the most famous of these harried men; he went to the hospital with nervous exhaustion. At first the Communist police disregarded all appeals from employers. With maddening consistency the authorities only chanted a Communist cliché: "Labor disputes should be settled on the basis of mutual benefits to capital and labor." Ultimately the Communists had to curb labor's tactics, but before they did even the American consul general—billed in the Communist press as "the bogus American consul" since diplomatic relations did not exist—was locked in by wage-seeking former employees of the U.S. Navy, which had pulled out of Shanghai in April.

Meanwhile the sea blockade laid down by the Nationalists operating from Formosa was giving the Communists a headache. Although the blockade was declared illegal by American and British governments, the reality was that until foreign shipping could be protected from Nationalist air raids declarations of illegality were useless. Shanghai shook its head sadly over its empty wharves and the silent Bund no longer echoing with the bitter *Ai ho* wail of coolies heaving the raw materials that made Shanghai go.

The Communists now realized that Shanghai's honeymoon was over. Their decision was for a double-barreled program of austerity and



THE BIG CITY all but engulfs three peasant soldiers who relax on a terrace built deep among the brick walls

of a towering Shanghai apartment building. These soldiers, who had not seen skyscrapers before, now live here



SINGSONG GIRLS, whose charm is legendary, discuss the news. The Reds want them to remain and go to work.



A BIG MAN now a Soviet Newsmen V. Rozanov. He throws his weight around at a Soviet club.



NEW ELITE includes Shanghai's bearded Russian archbishop, here watching a sports festival with Soviet friend.



THE BIG FLOOD, which hit Shanghai with a howling typhoon in July, covers pedicab hubs on Nanking road.

Loss of the hinterland's rice crops in this flood set off a chain of economic troubles which now plague the Reds.

SHANGHAI CONTINUED

decentralization. The startled populace already had heard that half its numbers would be moved to the country, away from the city "built on an infamous union of imperialism and compradors," and labor read uneasily that henceforth its demands would have to be "compatible" with the needs of production.

The first signs of active partnership with Soviet Russia were slower to appear in Shanghai than in Peiping, where posters showing Lenin and Stalin appeared in the first weeks of Communist occupation. Only in the fourth month did pictures of Stalin appear in the Shanghai press; simultaneously the Shanghai Sino-Soviet Friendship Association was organized. The Shanghai Soviet Club installed itself in the home of the former Nationalist premier, Dr. H. H. Kung, the wealthy brother-in-law of the Generalissimo who is now a resident of New York.

A story is told that indicates the relative feeling of security now enjoyed in Shanghai by three foreign national groups. On July 4 a party at the Columbia Country Club celebrating American independence ended at 10:30 so that partygoers could return home before the 11 o'clock curfew. On July 14, Frenchmen celebrating Bastille Day at their club were shouting "Encore! Encore!" at 11 p.m., and the band played until 11:15 that night. A few weeks later at a Soviet club party the band didn't stop until 5 a.m. Today, however, curfew is largely a thing of the past.

By August, Shanghai began to take on a sick and ghostlike look. The great private hotels stood nearly vacant. Automobiles disappeared from the streets by thousands because gasoline cost the equivalent of \$3 a gallon (\$2 of it tax); out of 17,000 cars in the city, more than 9,000 went into storage.

Reform for singsong girls

THE lives of many Chinese were uprooted. Immediately distressed were the city's singsong girls, whose reformation became a matter of daily concern to the local press in reports such as this: "Yesterday 108 dancing partners [singsong girls] gave up their licenses and changed their profession. . . . Many of these girls returned to their native homes, and it was learned that one is selling goods on the street."

Small craftsmen who had produced for the lush foreign trade also suffered. Sermonizing political workers visited jewelry, lingerie and curio shops to talk about what constituted a "proper" business. Perfume makers turned to the manufacture of soap. Producers of foreign-style lingerie stocked up on towels, razor blades and bedspreads. Monks in Buddhist temples pooled resources to buy equipment for knitting socks in the fashionable new color—Yenan green, named for the wartime Communist capital.

By this time Shanghai heard wishful rumors that the Generalissimo would return and that the Red army had fallen into military disaster in the South. Anti-Communist feeling grew and expressed itself in tricks and jokes. By folding a sheet of paper and making deft cuts with scissors, literate people found they could shape pieces into Chinese ideographs which meant "Mao is dead." The same pieces of paper formed ideographs for "Chiang will return to Peiping." An elevator operator in a large apartment house hopefully asked foreign passengers every morning, "When will Chiang return?" A green-uniformed mailman confided, "Eleven out of every 10 Chinese are against the Communists." Then he added, "The 11th is the one yet to be born."

To stop such talk and sweeten the bitter tea

SHANGHAI CONTINUED

of the new austerity, the Communists in mid-August threw a tremendous public party. For five days in Fu Shing Park smiling movie actresses signed autographs for perspiring workers and small tradesmen. In the best county-fair fashion, booths were operated where workers could "hit" effigies of the men the Reds hated most—the Gimo, T. V. Soong, H. H. Kung, Chen Li-fu. Down the midway they happily shot round after round at toy replicas of the planes that raided the city. At night the new mixed with the old; on open-air stages Red dramatists sang Communist songs, danced and played traditional Chinese operas.

The party was a great morale booster. Everybody had a good time. And the party also marked another change in the mercurial attitude of the non-Communist millions in Shanghai toward their new masters. Initially the extreme correctness of Communist troops won sincere admiration, but the pendulum had swung away from the Red regime as economic depression came to the city. Now it seemed that the ordinary people stoically accepted the Communists as a *fait accompli*. The old rumors about Chiang Kai-shek's return faded. The Communists had proved that they could hold the price line far better than their predecessors, even though the rice they pumped into Shanghai markets to stabilize prices took a heavy toll of the normal food supply of the countryside. Communist newspapers did not conceal the unrest of an impoverished and heavily taxed peasantry, whose rice Shanghai was eating. At the end of four months the Shanghailanders remaining most bitterly anti-Communist were those who had suffered or feared they would suffer new economic losses.

On toward a new social order

THE self-censored Shanghai press masochistically recorded other changes. "During the past three months," reported one newspaper, "more than 800 restaurants have closed down, including several well-known ones. . . . There are few customers to order 'big' dinners. . . . The change at the local hotels also is remarkable. The city has 36 large hotels and more than 300 small ones, and before the liberation practically no vacancy could be found . . . at present all are empty and are giving a 30% discount on their room rent but still can attract few customers. . . . Tea houses are now also gradually vanishing. . . . Scores of cinema houses are also undergoing difficult times. . . . Bars, coffee rooms and other public places are closing down one after another. Shanghai is changing and under the new Shanghai there will be a new social order."

The old order has been held up admirably by foreigners, despite their troubles. Liquor is abundant and Shanghai foreigners still throw innumerable cocktail parties to forget their cares—although a good English gin costs \$12 a bottle. The only change in the foreigners' clubs is that membership has been reduced. All summer Americans played baseball at the Columbia club, which still pursues a policy of "no Chinese allowed—either as members or guests." There was dancing nightly on the French club veranda, and at the British Country Club bridge was played from 9 a.m. until curfew. Because of loss of membership the French club now permits more Chinese than it formerly did. But wealthy Chinese avoid showing affluence now and in fact disguise it by such devices as traveling second-class on trains to Hangchow or Nanking. "The only ones who travel first-class now," said one merchant, "are the Communists."



EMPTY CHAIRS fill the straw-carpeted terrace of the British Country Club, once the heart of International

Settlement society. All foreign clubs except Soviet have lost money and members since the exodus began last fall.



THE PROLETARIAT stroke chins and chew nails as they watch an event at a festival staged to win friends. Many who disliked Reds warmed up after this party where food and fun were all free.



THREE OLD AMAHS who cook, wash and tend children go walking with fans on a humid afternoon, looking

unchanged by the Red conquest. Two of them have the tiny bound feet that once identified all Chinese women.

CONTINUED ON PAGE 132

TWO OLD CHINA HANDS DISCUSS THE QUESTION OF THE HOUR, WHETHER TO GO OR STAY—▶



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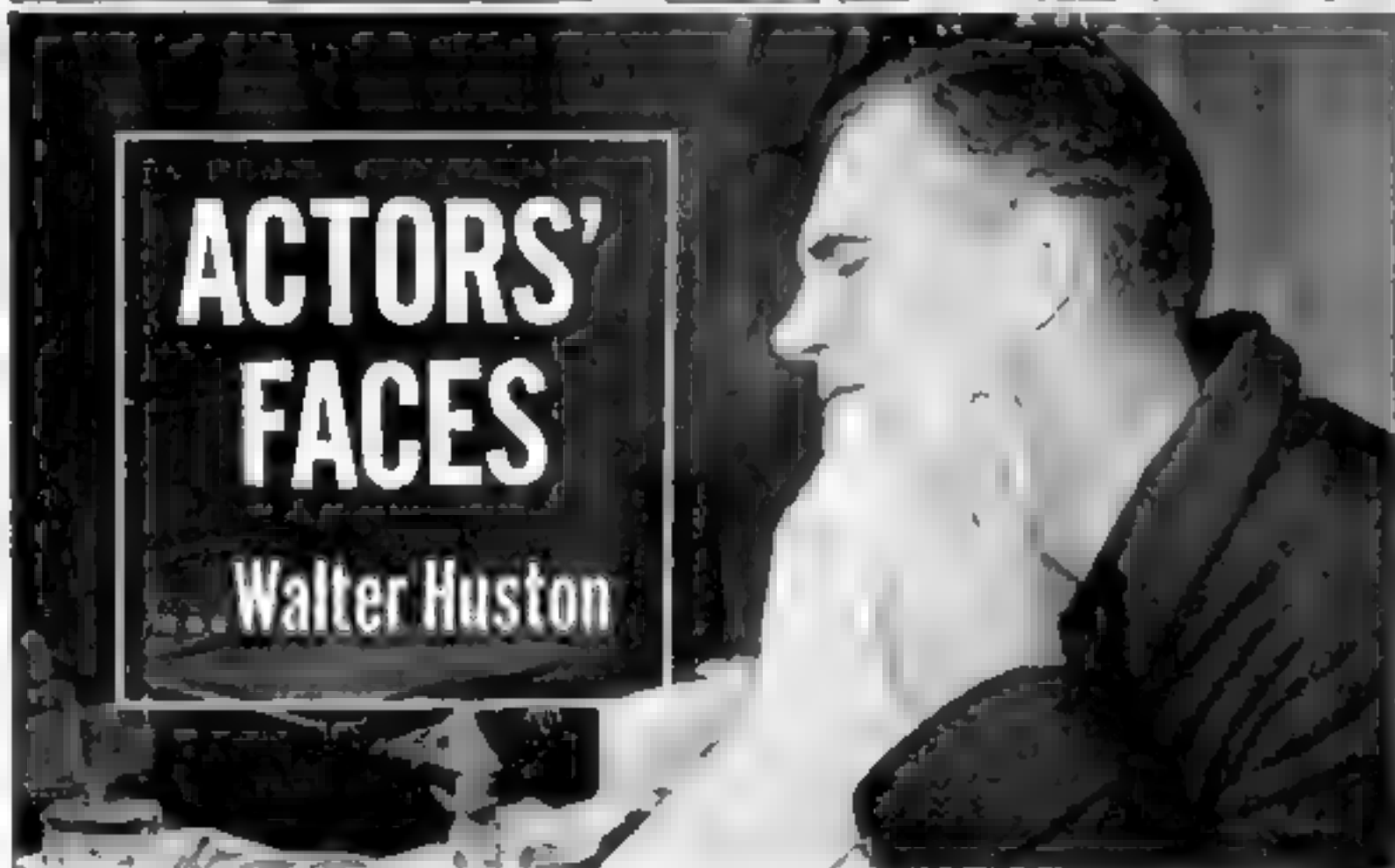
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Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new richer Williams Brushless Cream.



SHANGHAI CONTINUED

One of the much-feared devices of Communist social order, the People's Court, was not established in Shanghai until late in August. Few cases have so far appeared on its docket and the only death sentence was given in a clean-cut murder case. Yet after three months it was clear that in Shanghai there remained some deep-seated resistance to the new masters, who laid it to the work of "Kuomintang agents." The mustard green of the Communists had replaced the Nationalist khaki at the city's many well-policed street intersections. The garrison force of soldiers was not substantially reduced. Particularly late at night Communist sentries now took care to keep their backs against a wall.

The man who opened the People's Court was Mayor Chen Yi, whose administration had settled down in the municipal building where foreigners once administered Shanghai as an international settlement. The mayor himself joined his fellow workers at "austerity meals" out of the "big cauldron," and he shut down elevators and electric fans, ordered garbage scrutinized for waste.

Newspapers, anxious to please, found the new mayor colorful copy. Fondly they reported that Chen Yi invariably arrived at meetings "properly dressed," but that within half an hour, "sweating on his head," he tossed aside his military cap, unbuttoned his collar and rolled up his sleeves.

Freely though Chen Yi appeared at public meetings, his private life remained as mysterious as when he was chased out of Shanghai as a Communist underground agent some 20 years before. The location of his changing residences was a matter of avid but unsatisfactory speculation, and gossip flourished about his private life. Several years ago, it was said, Mao Tse-tung had promised to reward Chen Yi with an extra dish for his table for each city captured; now the table groaned under nearly 30 dishes for every meal. Other rumors said that Chen Yi was in love with an opera star and in a vain moment had ordered six foreign-style suits. No less than seven concubines were said to be established in his French Concession house. Chen Yi himself acknowledged the existence of the rumors at a meeting with industrialists: "Nonsense," he growled.

Homes on tree-lined streets

THE military and political bigwigs of the new regime took over the mansions of departed Kuomintang officials and "bureaucratic capitalists." Gate guards armed with bayoneted rifles, standing at frequent intervals along the tree-lined streets of the old French Concession, now marked the homes of Shanghai's new rulers. After the lean years in China's bleak northwest the conquerors had struck it rich. Still, most of them do not squander; lower-ranking Communist political workers and soldiers generally shun pedicabs and rickshas—along with students and certain ranks of workers they get preferential rates on buses and trams.

The Christian mission colleges are adjusting to the new regime. Their curricula are unchanged except for the elimination of old civics courses and compulsory addition of courses on the "new democracy." By order of the city government, religion courses are no longer compulsory. Colleges are now governed by committees comprising representatives of faculty, students and workers. One possible advantage of this plan is that missionaries are thus relieved of the administrative headaches of the new era.

A flurry in the press over elimination of English as the first language at St. John's University was ended by Mayor Chen Yi. At a mass meeting of cultural and educational workers, he termed English "one of the most important languages in the world today" and declared that in order for China's leaders to exert influence in the world some should be familiar with the English language.

The British cathedral and American Community Church are holding services. But the Shanghai American School (elementary and high school) decided at summer's end to shut down. Its chief problem was a new land tax. Formerly tax-free, the school found itself with a staggering bill of \$76,000 for current and back taxes. Even when the Communists reduced it to a tenth of that amount the executive board stuck to its decision.

One American import, movies, faced extinction in September, when the Communist press complained that Hollywood's "poisonous" product was "doping Chinese audiences with sex and legs." Shanghai moviegoers reacted by flocking to American movies for a last look. Another American export, news from U.S. agencies, was banned in August and today no correspondent from a country "without diplomatic relations" can send news cables. The Russian head of Tass news agency recently set up in the new Red capital at Peiping the only foreign news bureau allowed there.

Most of the foreigners who remain (including some 1,200 Americans) cling to the hope of doing business somehow. Old contacts

CONTINUED ON PAGE 141

DE SOTO

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You'll say there'd better be more in the oven . . . when you taste delicately delicious Sioux Bee Honey on crusty, flaky, piping-hot biscuits! And you'll agree that Sioux Bee is a rare treat *any way* . . . with French toast or cereals, waffles or griddlecakes, or grapefruit, fresh or broiled.

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Make a discovery! Grapefruit sweetened with Sioux Bee Honey is something to tell your friends about.



A man's dish, too . . . cereal and cream, with a dash of Sioux Bee Honey. It's a grand combination!



After-school builder-upper . . . Sioux Bee Honey Spread on bread. Pure Honey crystallized . . . just *keep* it on!

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DEPARTING AMERICAN, Editor Randall Gould, inflates deck pillow as ship sails. Gould, who wrote that Reds would play fair, was badly deflated when they let his printers lock him inside his own office to enforce pay demands.

SHANGHAI CONTINUED

are not broken; it is still permissible for Chinese to speak to foreign friends, and many speak angry minds about the Communists. The Communists themselves are establishing a cautious contact with foreign businessmen. For the Communist lower echelons, visiting foreigners is "breaking discipline," but high-ranking Reds carefully arrange appointments in foreigners' apartments and in private rooms of restaurants. Usually relations are conducted through non-Communist Chinese intermediaries. In one instance the Communists closed one restaurant "for repairs" for a whole day to insure privacy when meeting with one American businessman.

When businessmen get down to trading with the Communists now, they find that luxury imports are forbidden and that cotton, railroad rails, machinery, fuel oil have highest priority. Some 3,000 foreign and Chinese export-import firms have been approved by the Communist foreign-trade bureau. The Communists have U.S. dollars which they will pay out for the goods they want. Foreign traders expect the Communists will develop huge government foreign-trade monopolies on the Soviet pattern, which is already operating in inland trade. In the East China area alone, covering four provinces, 26 state trading companies have been organized.

The snowman and the sun

Within the next two or three decades these problems will come into the hands of a generation of Shanghai Chinese who are being trained now to be good Communists. As the *Gordon* pulled out of Shanghai, Chinese youngsters were returning to schools where new Communist textbooks, written in Peiping and brought to Shanghai, told third-graders a story of a snowman melting in the sun. The snowman, said the text, was foreign imperialism and the hot sun was the People's Liberation Army. New books taught adolescents that "ours is a collective life. Only by making collective life a success can one enjoy real happiness." The political science textbook for middle school "youth training" courses hailed the Soviet Union as "leader of all anti-imperialist forces in the world. . . . It is a good friend that the people of China cannot do without," the lesson read. "It is impossible to be a good fellow without being on either side. There is no middle path."

Those who left on the *Gordon* were aware indeed that there was no middle path for them. They left with a minimum of delay and difficulty at the dock. The Communist customs examination was surprisingly considerate and fast. The passengers went aboard with relief in their hearts and often quite a lot of liquor in their stomachs. Down on the afterdeck, as the ship prepared to sail, a celebrating passenger happily sang the Kuomintang national anthem. As he

CONTINUED ON NEXT PAGE

Friday

Dear Sis:

So you're having budget troubles
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Well, here's a tip: Try
serving Sherry wine. We do
and it works like a million.
Because Sherry is so popular
and because it costs so very,
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often!

Love—Eileen

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WON'T UPSET
YOUR STOMACH

Shanghai CONTINUED

sang, a tall young Communist with earnest, unblinking eyes behind a pair of thick glasses confronted the American manager of the steamship line and made a complaint. "This is very discourteous," he said, "in the People's Shanghai."

A bitter winter lies ahead

TO one who has been a spectator during this period of Communism's great Chinese triumph, it would seem fair to predict that the immediate future will bring profound difficulties:

1) Shanghai faces a bitter winter. The Communist press chaters in the dark about "boosting production," but this cannot conceal the fact that Shanghai's Western-built factories are producing at about half capacity; they cannot do more without raw materials such as cotton. When the Communists bravely talk about moving goods-starved factories to China's interior, they overlook the vital fact that they would need new power plants. And they would need city-bred, skilled laborers and administrators; these people, though jobless now, do not often welcome the idea of removal to the barren, flood-wasted, unfamiliar plains to the north, where they are promised a few *mou* of land, a water buffalo and a wooden plow while they wait for a chance to work again in Communist factories.

2) Keeping populous, nonproductive Shanghai fed will throw an extra burden on the back of the peasantry. The nation's farming millions are already plagued by heavy new taxes imposed to support the Communist armies that have swelled to nearly four million men in a few years of civil war. The Shanghai load might easily break the back of the Yangtze valley peasant economy and destroy any friendship the farmers might have now for the Reds.

3) In Shanghai's nest of growing local troubles the Communist propaganda machine is assiduously trying to sell an active friendship for Soviet Russia. But such propaganda runs up against a traditionally free-enterprising people who, moreover, are instinctively anti-Russian.

But it would be wrong to believe that the Communists do not recognize their problems. To meet their crisis they have several assets: 1) a magnificently disciplined, rigidly indoctrinated army and corps of political cadres; 2) leaders who have displayed zeal and fanatical devotion to their cause; 3) a "liberated" China free of any significant organized opposition and 4) the immense propaganda advantage of working for positive goals of reconstruction and rehabilitation in a land finally peaceful after 12 ravaging years of war.

There is still no answer to the question of whether the Communists will succeed in China where conquerors before have failed. To Americans who have known the hard and hybrid place called Shanghai—vital, teeming, evil, fascinating, the half-caste child of two civilizations—one thing at least is certain. Through Shanghai's heart still runs much Western blood; the Communists will find it hard to purge it all from China's bloodstream.



SAD FAREWELLS mark the Gordon's departure as tearful Chinese women gather to watch their foreign employers and friends leave Shanghai for good.

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watch out

if Mrs. Nextdoor sniffs twice!

Notice that typically feminine, inquiring little sniff of Mrs. Nextdoor whenever she drops in. (every woman does it!)

If there's just one sniff...fine!

But when she sniffs twice, you know the air is telling tales. About last night's onions...or your heavy-smoking visitors...or the poorly-ventilated bathroom...in short, about your forgetting to use air-wick!

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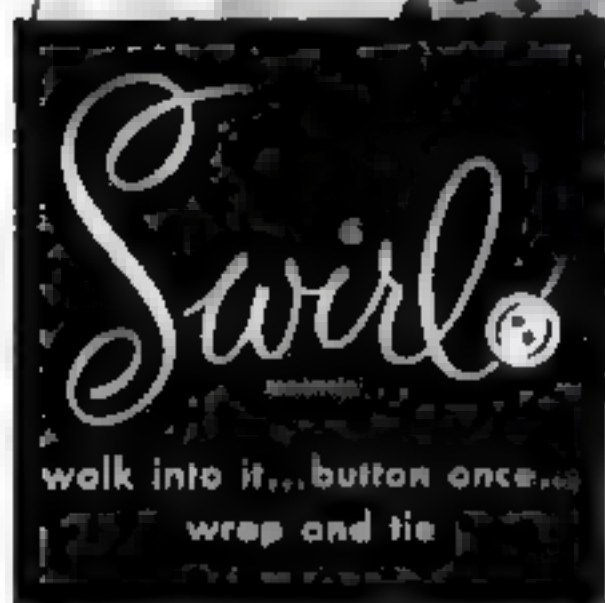
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SCULPTURE

RELIGIOUS ART

Sculptors and painters turn to scenes of faith

For decades Roman Catholic churches have been decorated with shiny, ornate statues and figurines. Sweetly sentimental, these traditional images cater safely to the public taste, but they have stifled the once-great church role as an enlightened patron of the arts. Early this year the Liturgical Arts Society of New York (a Catholic organization dedicated to improving standards of religious art) put on an exhibit of 15 religious statues by contemporary sculptors to show U.S. churches what they ought to buy. As the pictures on these pages show, the sculpture in the exhibition was modern, unpretentious and boldly modeled. Nonetheless the churches reacted favorably to it. They bought three of the statues (including those at left and right) and also awarded several commissions to exhibitors. The exhibit was symptomatic of a highly significant development in art which has been growing steadily since the end of the war. In increasing numbers both painters and sculptors have become preoccupied with religious themes as a means of expressing their concern for the state of the world.



TRAGIC CRUCIFIX BY IVAN MESTROVIC



HEAD OF ST. FRANCIS, FROM A KNEELING FIGURE BY CHARLES UMLAUF, DRAMATIZES THE MYSTICAL NATURE OF THE FAMOUS FRIAR

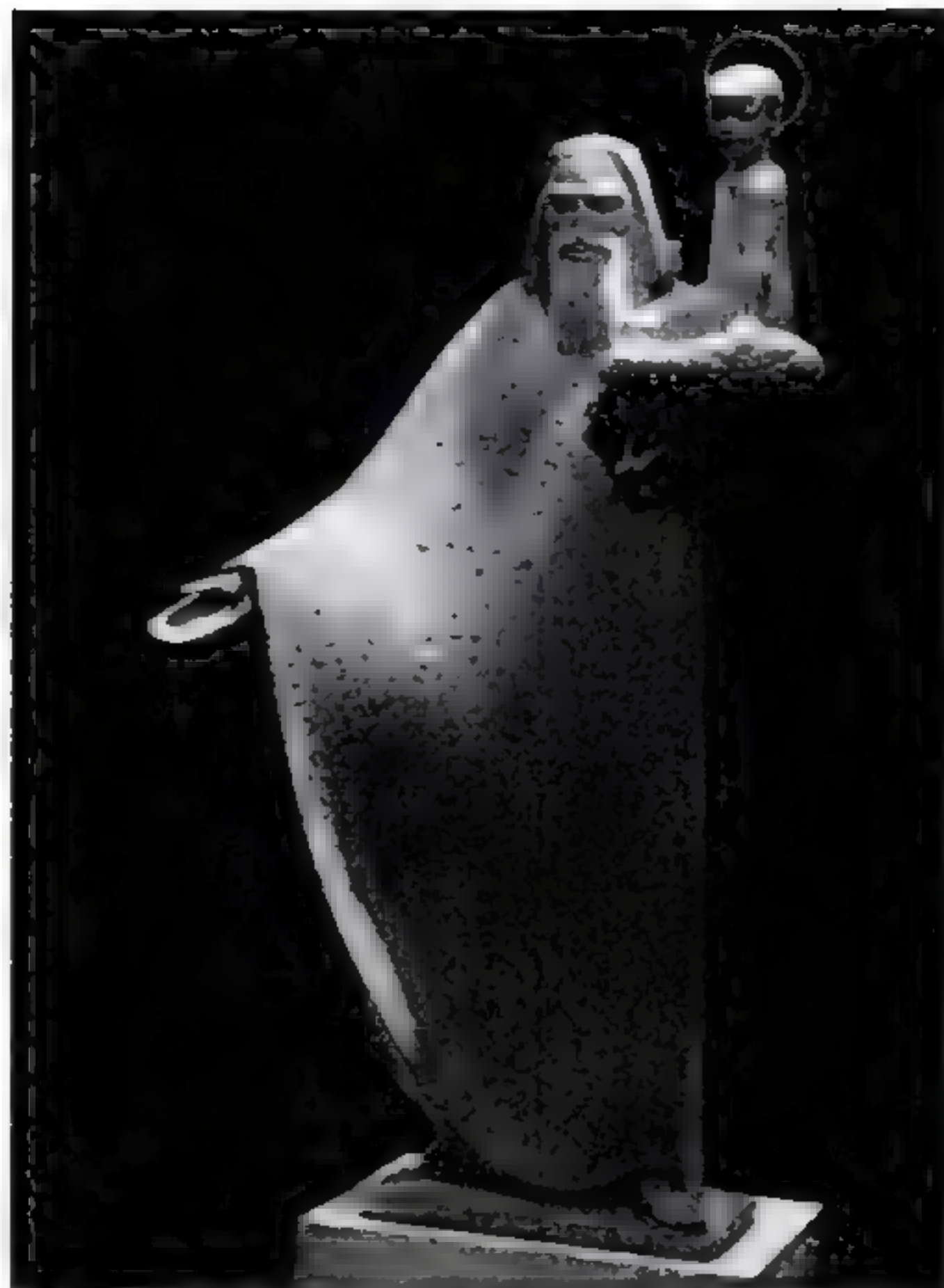
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ST. JOAN OF ARC, by Henry Rox, 50, tenderly portrays the young French savior as she kisses her sword just before leading her troops against the British.



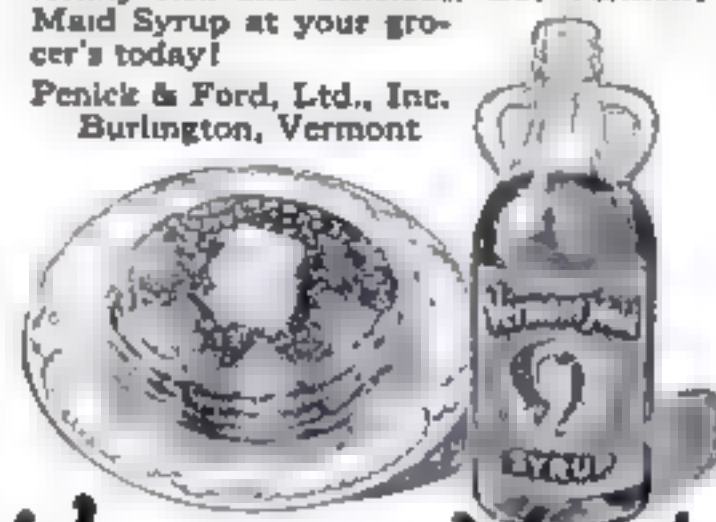
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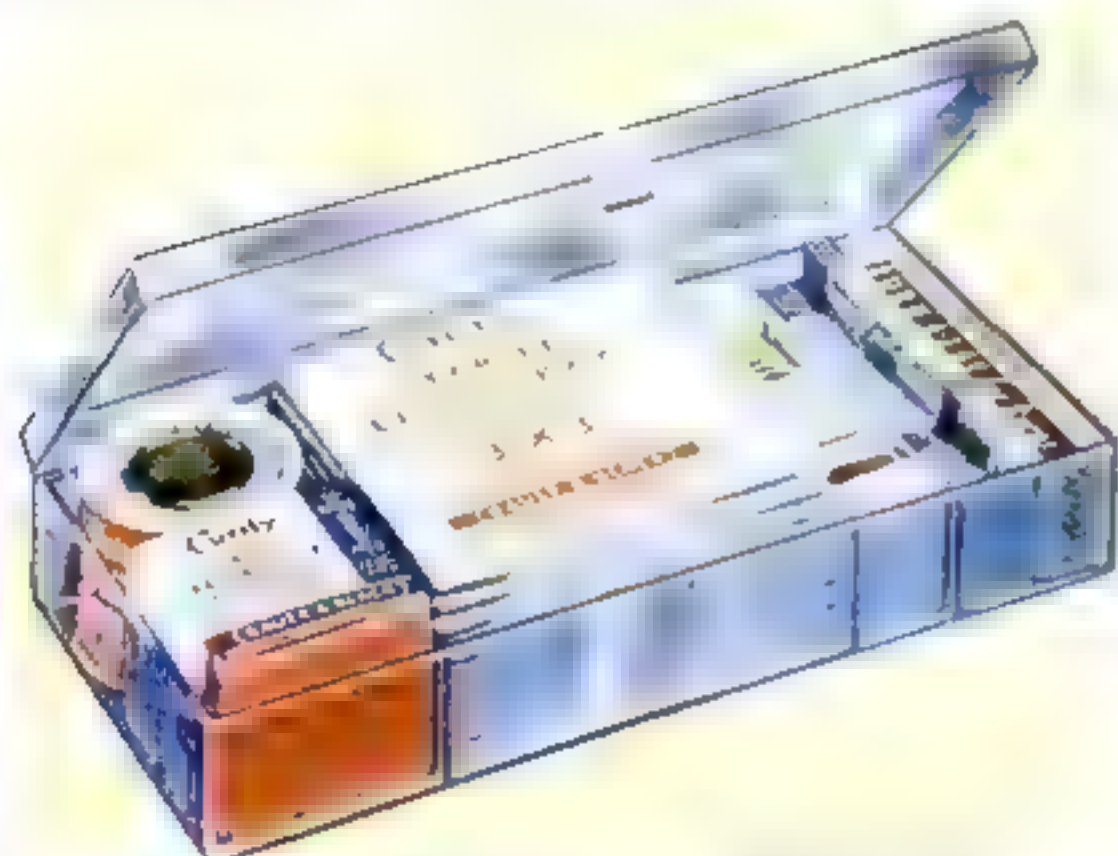
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RELIGIOUS ART CONTINUED

MODERNS PAINT CHRIST



DEPOSITION, by Stephen Greene, 32, shows Christ being carried from the Cross by starved, twisted men who look like survivors of a Nazi prison camp.



GETHSEMANE, by Josef Scharl, 52, illustrates the famous biblical scene of Christ's Agony in the Garden with simple, powerful close-up of a mortal man.

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... until I discovered this New "Invisible Electronic Ear!"

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But I stubbornly fought the idea of wearing a hearing aid. I rebelled against that unsightly "button in the ear"—against dangling wires and clumsy battery packs.

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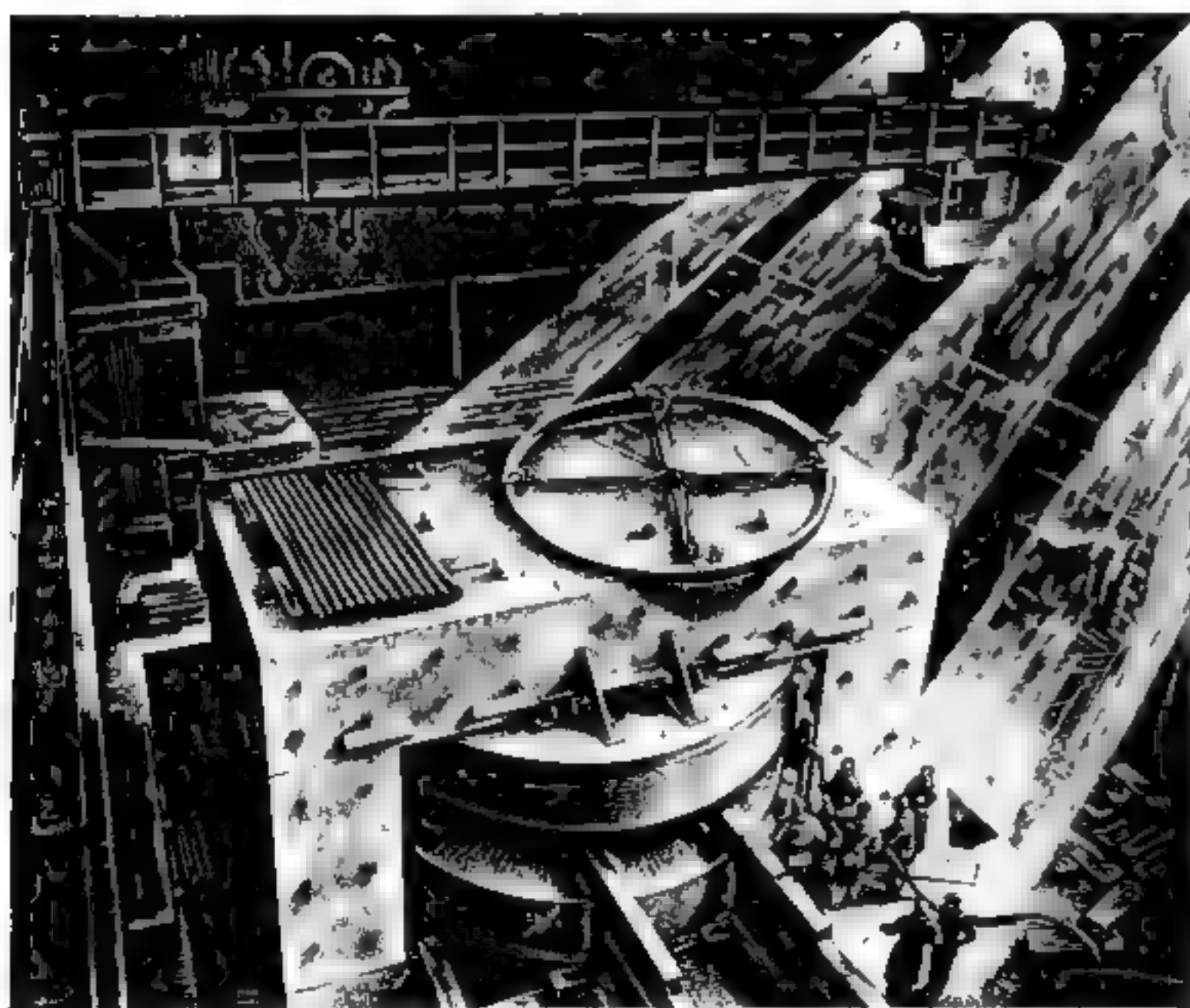
Spurred on by rivalry, over 34,000 individual companies in all branches of the oil industry are exerting every effort to continue oil's *ninety years of progress*...progress which continues to give greater comfort, better living and more convenience to you—at the lowest prices in the world.



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Four miles down. Almost 40,000 new oil wells were drilled during the last year. New depth records have recently pushed past the four mile mark. Progress in the science of drilling has helped produce all the oil products that you and your neighbors need.

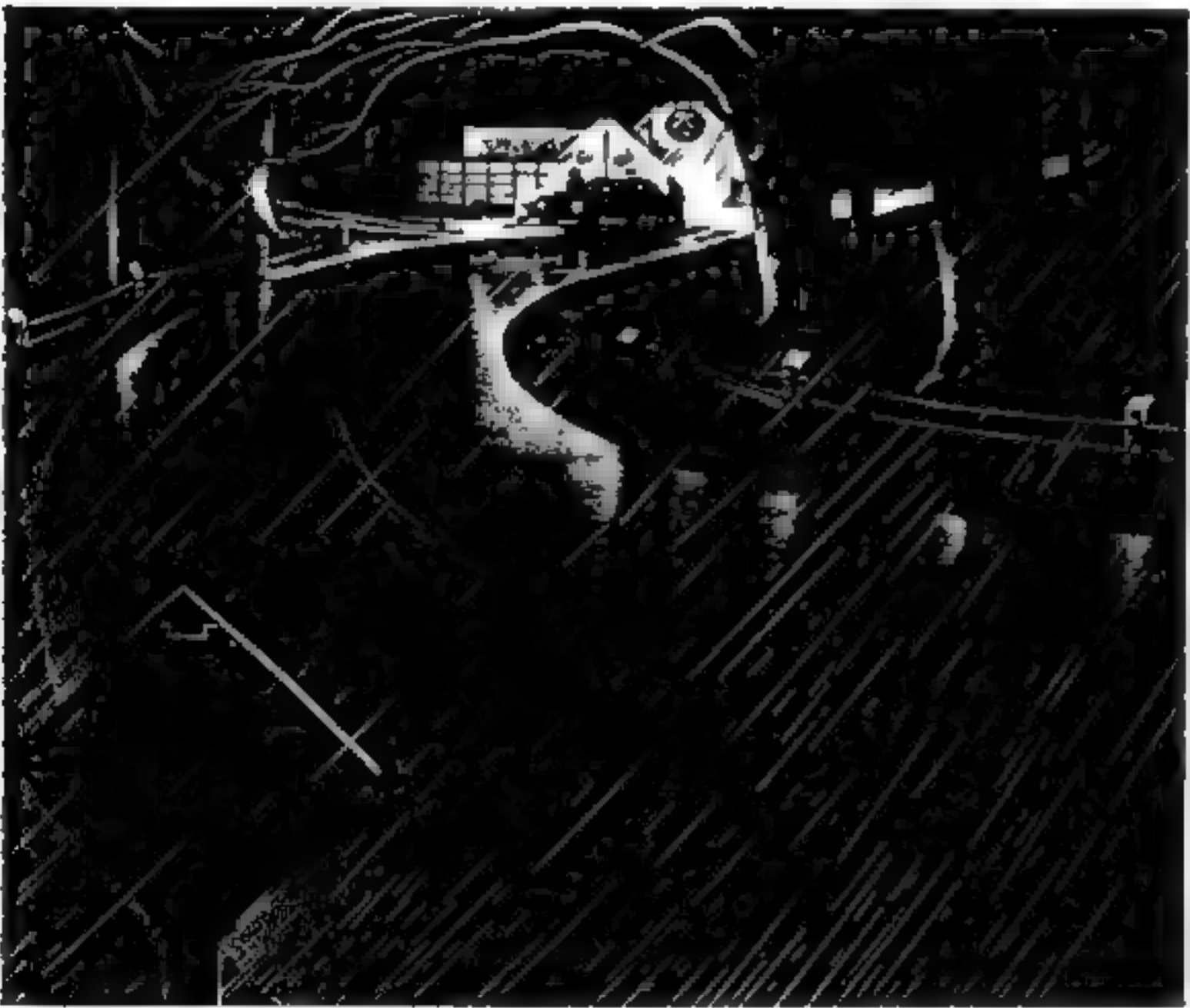
progress in living for *you*...



Oasis, U.S.A. In remote, isolated areas, pumping stations keep oil flowing through the nation's vast pipeline network on its way to you. Pipelines are an important part of the great oil transportation system that also includes hundreds of sea-going tankers, river barges, oil trucks and railroad tank cars.



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ALL DURING OIL PROGRESS WEEK, October 16th-22nd, thousands of America's oil companies will be holding "Open House" in local communities throughout the nation. You're invited—to meet local oilmen, inspect oil facilities and hear at first hand about the progress that has been made in providing you and your neighbors with more and better oil products—products which have become an important part of the better living Americans enjoy today.



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LOOKING CONFIDENT IN HIS LINEN BATTLE JACKET, HOLLYWOOD BARBER HARRY DRUCKER SUMMONS THE HELP TO TAKE CARE OF ONE OF HIS LOYALIST CUSTOMERS

BARBERSHOP WAR

Battle between haircutting rivals splits Hollywood into armed camps

Neither doctor nor lawyer, nor bookie ever had a closer, more intimate relationship with his client than the Hollywood barber. Especially in Harry Drucker's shop on North Beverly Drive. Every actor, producer or agent who mattered, or aspired to, went to Drucker's to get trimmed and manicured and filled in on local gossip. It was Drucker's boast that "I am the man who invented the 'invisible haircut'—that doesn't look like you just had a hair cut." In fact some of his customers looked

longer-haired coming out of his shop than going in.

But recently five of Drucker's best barbers seceded and set up a few doors away as the "Comb & Shears," taking along three manicurists, two shine boys and the boss's customer list, complete with private phone numbers. By last week the resulting war had divided Hollywood as nothing has since the case of the "unfriendly 10" screenwriters. On the next three pages an intrepid LIFE reporter-photographer team presents a report from the front.

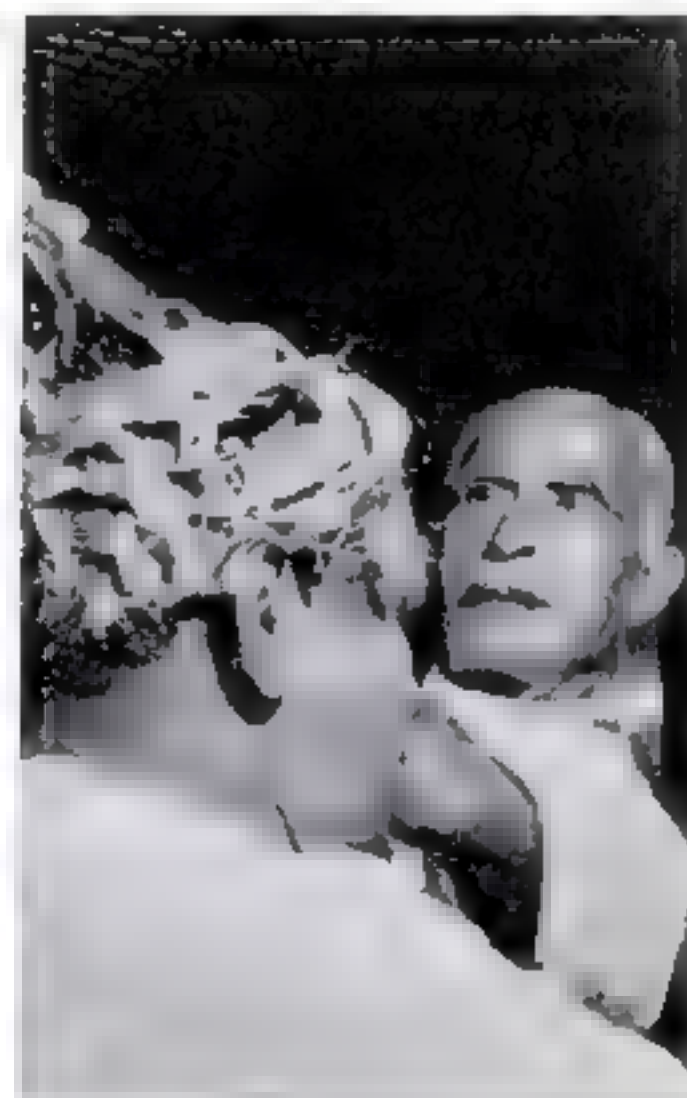
LOOKING GRIMLY DETERMINED IN A MORE SEVERE UNIFORM, REBEL BARBER HARRY GELBART CALLS A MANICURIST TO HOLD HAND OF A SECESSIONIST CUSTOMER



STICK WITH DRUCKER!



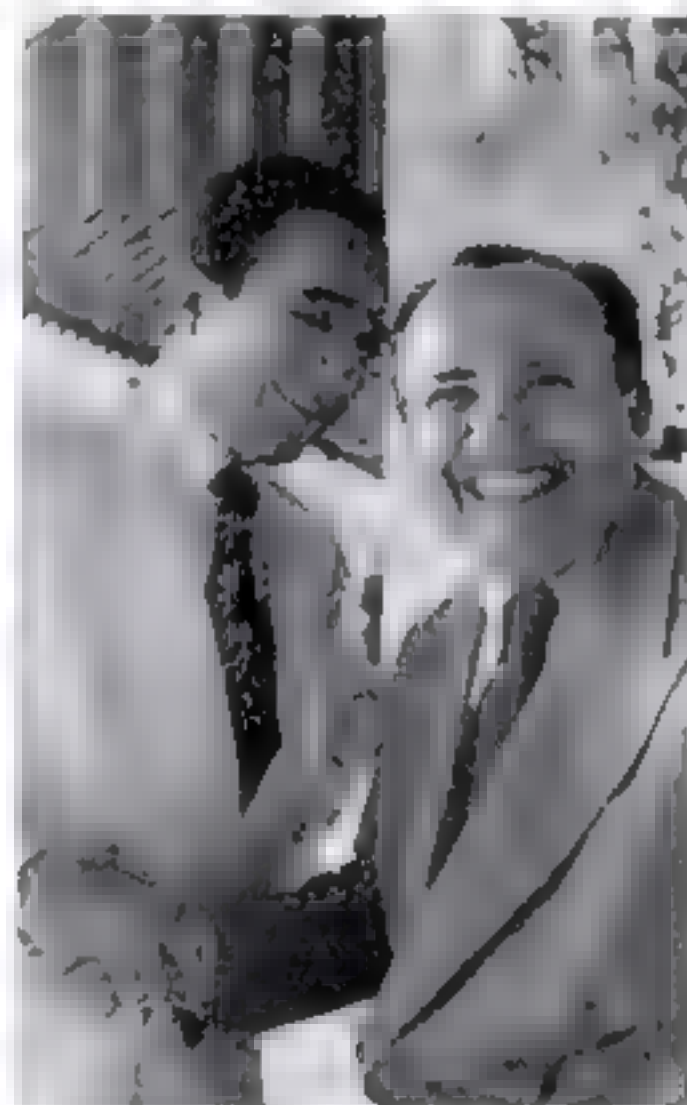
RICHARD CONTE tells Drucker, "You understand the actor's problem. My hair just can't be short on one day's shooting, long the next."



BUDDY BAER, brother of Maxie, gets shampoo from Veteran Phil Cali. To Baer and other loyalists Drucker's is a club for gossiping, making deals.



PHIL SILVERS listens to a Drucker joke. Some comedians reportedly get more of their material from Drucker than from their own writers.



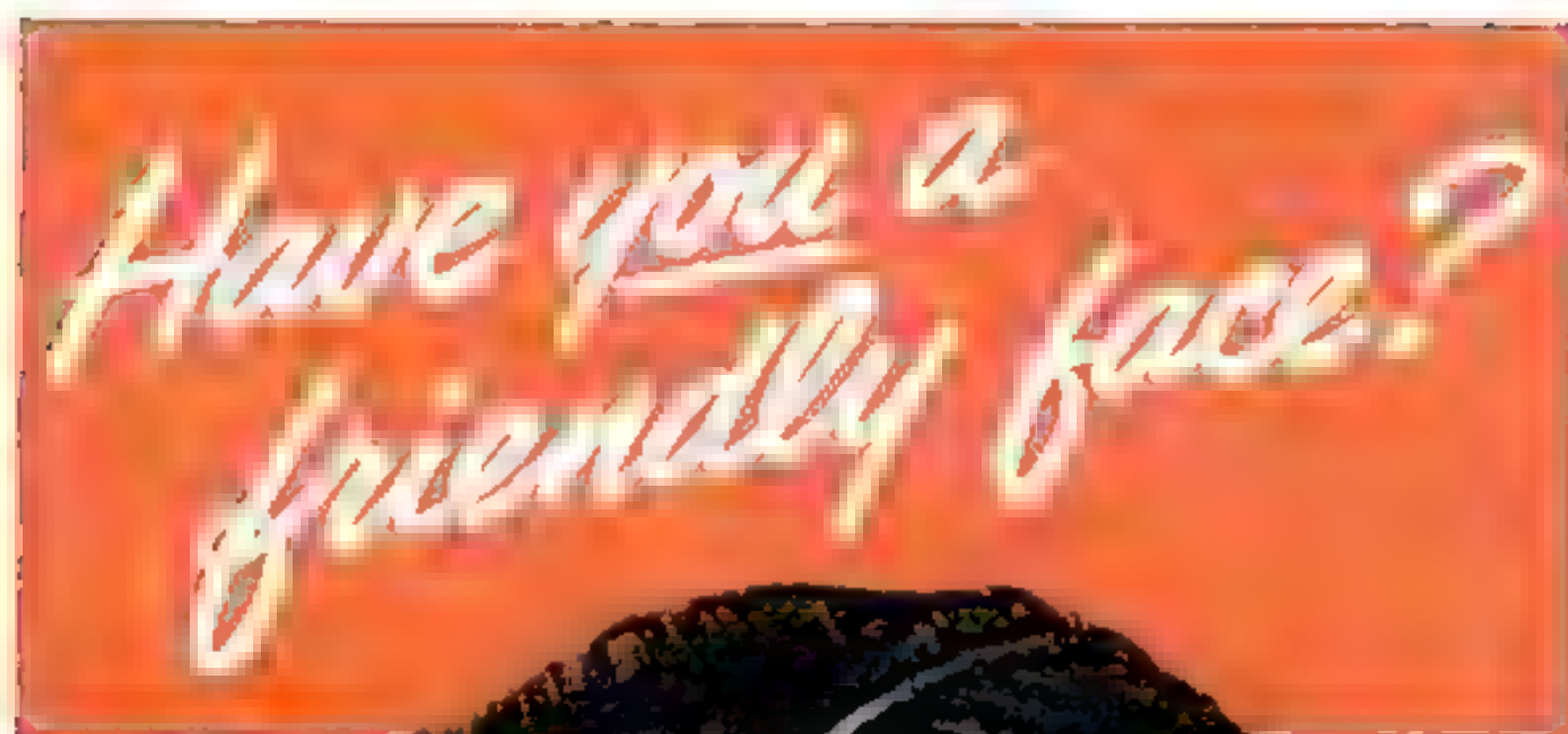
CARL LAEMMLE JR. has thrown his weight (130 lb.) behind Drucker, says, "I've come here for 11 years and hope to continue for 111 years more."



CHARLES CORRELL, "Andy" of "Amos 'n' Andy," says Drucker "runs the most efficient barbershop I know of. Besides he's a great guy."



DANNY KAYE has also cast his lot with the loyalist forces. "Even if all of the barbers left Harry Drucker," he says, "I'd keep coming to his shop."



Enjoy good fellowship?
Double your enjoyment!
Ask for this "Double-Rich"
Kentucky whiskey today.
Say "Make mine Cream!"



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SWITCH TO GELBART!



LOUIS JOURDAN, actor who has switched to Rebel Gelbart's shop because Barber Harry Sturner did, says, "My God, this situation is amazing!"



ABE BURROWS muses while Gelbart polishes his bald pate: "I'm the one guy the barber can cut his hair and go to lunch at the same time."



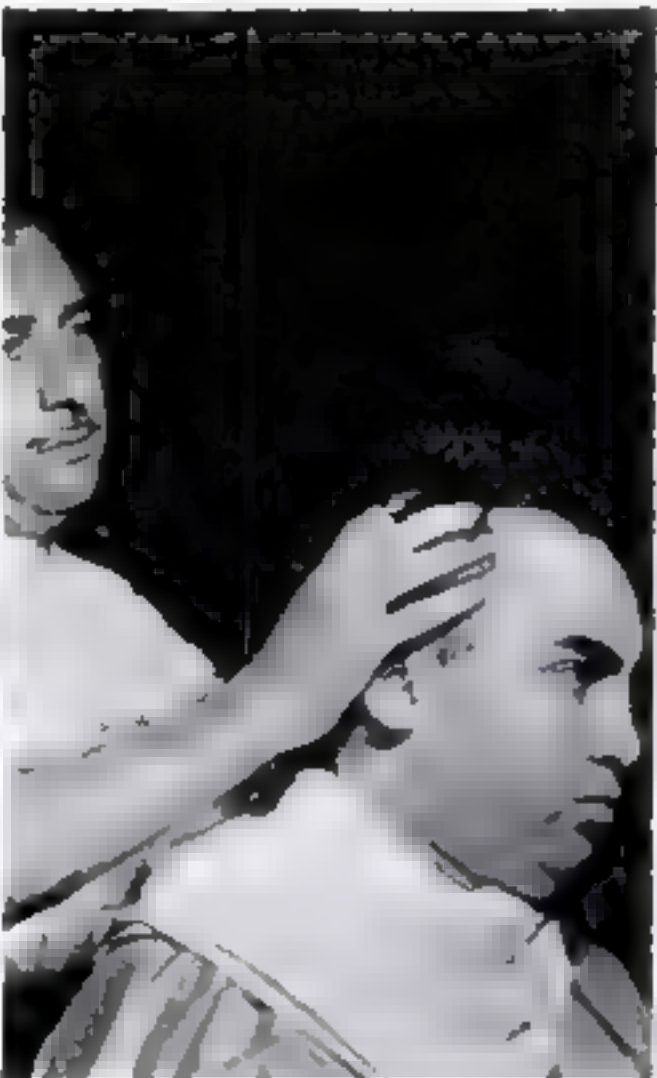
ROBERT YOUNG says to Barber Gelbart, "I've always followed the middle of the road in politics and I go where I can get the best haircut."



ROBERT HUTTON, actor, prefers Gelbart's jokes as well as his haircuts: "Been with Harry for years. A fine barber, a good storyteller."



GREGORY PECK also says, "I like Gel's jokes." Other movie people who have gone over to the rebels: John Hodiak, George Brent, Zachary Scott.



MICKEY COHEN, in hospital after recent shooting, was refused shave by Drucker. "Gel" went to bedside, did the job, now has Mickey's trade.

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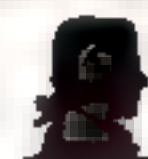
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Absorbine Jr.

Barbershop War CONTINUED

THE OUTLOOK FOR PEACE: GLOOMY

Hollywood's barbershop rebellion began, appropriately enough, on the Fourth of July weekend. A loyal customer had tipped off Harry Drucker that an insurrection was brewing among his 10-man staff. It seemed incredible—but a new six-chair shop was, in fact, being prepared nine doors south on North Beverly Drive. Drucker approached each of his men to ask if they were seceding but was met with denials. He next called a meeting at which he said, "Gentlemen, when this attention was brought to me, I couldn't believe it. . . . I have created here a fine service where the customers look on you as professional beings. You are making more money than if you went into business for yourself." But again, he says, he got only a "Who, us?" from his barbers. But several refused to sign contracts binding them to him for a year. Then Drucker demanded and got loyalty oaths of his manicurists. One, he says bitterly, even came up and kissed his cheek, saying, "I was 10 years loyal to you—I'll be another 10 years loyal." Says Drucker, "Being that skepticism was injected into me, I felt it was the kiss of Judas." Sure enough the manicurist took her tools a few days later and went over to the new Comb & Shears shop (a name suggested, perhaps, by the success of Hollywood's Cock'n Bull restaurant), where she began buffing male nails under the banner of Harry Gelbart. Presently Gelbart, who had been Drucker's head barber, and four other secessionists took an ad in *The Hollywood Reporter*. By that night the battle of the barbers was no longer a private feud—as Gelbart says, "It belonged to the people." It swept into Dave Chasen's and Mike Romanoff's restaurants and across the putting greens of the Hillcrest Country Club. At least 100 Drucker customers telegraphed assurances of support. Jules Stein, head of the huge Music Corporation of America talent agency, cabled from France: "HAVE FAITH. PEOPLE OF PRINCIPLE WILL REMAIN WITH YOU." Mrs. Abe Lastvogel, wife of the local head of William Morris Agency, began telephoning Drucker customers to stand firm. But the insurgents took a good many with them. At least one got into a little misunderstanding at home. For three weeks in a row he told his wife he was going to the barber—and then wasn't at Drucker's when she called. By the time she learned that he had switched to the Comb & Shears, she was ready to believe that there was another woman.

Today the war of the barbers has littered movieland with cooled or broken friendships. Producer Mervyn Le Roy told an actor's agent in mock severity, "When you go back to Drucker's, then you can bring in your client." David Selznick could not bear to part with his barber when the man left Drucker, but hated to be seen walking into the Comb & Shears when most of his fellow producers were loyalists. He solved it by having the barber come to his home. Actor Sheldon Leonard gets his basic haircut at the Comb & Shears, then goes to Drucker for a final trim. The rebels, meanwhile, say they are simply exercising their rights under the free enterprise system. In answer to Harry Drucker's plea that his clientele consider his loyal barbers ("They all got families with children"), Insurgent Gelbart screams, "He says his barbers got kids. What does he think we got—crocodiles?" —TED STRAUSS



COMB & SHEARS FORCES, headed by Gelbart (right), claim they have captured 40% of Drucker's clientele. Drucker says his losses are about 15%.

The New "Must" for the woman who does her own hair

Airjet
ELECTRIC HAIR DRYER

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Airjet takes the "trying" out of home hair drying. It's speedy, efficient—so very lightweight and handy to use. Just a touch of the fingertip-controlled switches releases a steady, ample stream of hot or cold air.

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A TIMBER BAY — Cravenetted worsted blend gabardine with luxurious Laskinlamb collar. Alpaca body lining, quilted lined sleeves with wristlets. In Airline Grey (shown) or Tan. Sizes 34 to 46. \$24.95.

POLAR KING — Boys' jacket like Timber Bay. Cravenetted cotton gabardine. Lining of Tropic-Tuft (satin-quilted virgin wool insulator). In Sea Green or Brown. Sizes 6 to 20. \$17.95

B NORTH BAY — Cravenetted Piedmont gabardine. Mouton collar. Lambskin lining with red wool bottom. Quilted-lined sleeves with wristlets. In Natural only. Men's (sizes 36 to 46) \$39.95. Boys' (sizes 10 to 20) \$35.00

C BADGER — Ulster coat of Cravenetted worsted gabardine (40% wool, 60% rayon). Mouton fur collar. Alpaca lined body and sleeves. In Airline Grey (shown) or Putty. Sizes 36 to 46. (Regulars and Longs) \$60.00

PIONEER — Same as Badger, except in Cravenetted cotton gabardine with Alpaca lining in body, quilted sleeves and Laskinlamb collar. In Taupe or Grey-green. Sizes 36 to 46. (Regulars and Longs) \$45.00

D CAMPUS KING — In rich corduroy. Cravenetted. Body lined in all-wool flannel, sleeves in quilted rayon. Leather buttons. In Wine and Cocoa. Sizes 36 to 46. \$25.00

CAMPUS PREP — (For boys) Same as Campus King, except in pinwaile corduroy. Cocoa, Wine, or Green. Sizes 12 to 20. \$19.95

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E JUNIOR MOOSE — Cravenetted gabardine ulster. Timme-Tuft Alpaca lining and collar. Quilted lined sleeves with wristlets. In Tan (shown) or Brown. Sizes 4 to 12. \$21.50.

JUNIOR ELK — (Same style as above.) Cravenetted worsted gabardine, 40% wool, 60% rayon. Mouton fur collar. Airline Grey. Sizes 4 to 12. \$35.00

F SKAGWAY — Cravenetted gabardine snow suit. Laskinlamb collar. Lining of Tropic-Tuft (satin-quilted virgin wool insulator). Elastic waist. New "Slackie" pants. In Grey-green (shown) or Tan. Sizes 4 to 12. \$29.95

JUNIOR POLAR BAY — Same as coat of Skagway. In Grey-green with Wine lining or Brown with Gold. Sizes 4 to 12. \$18.05

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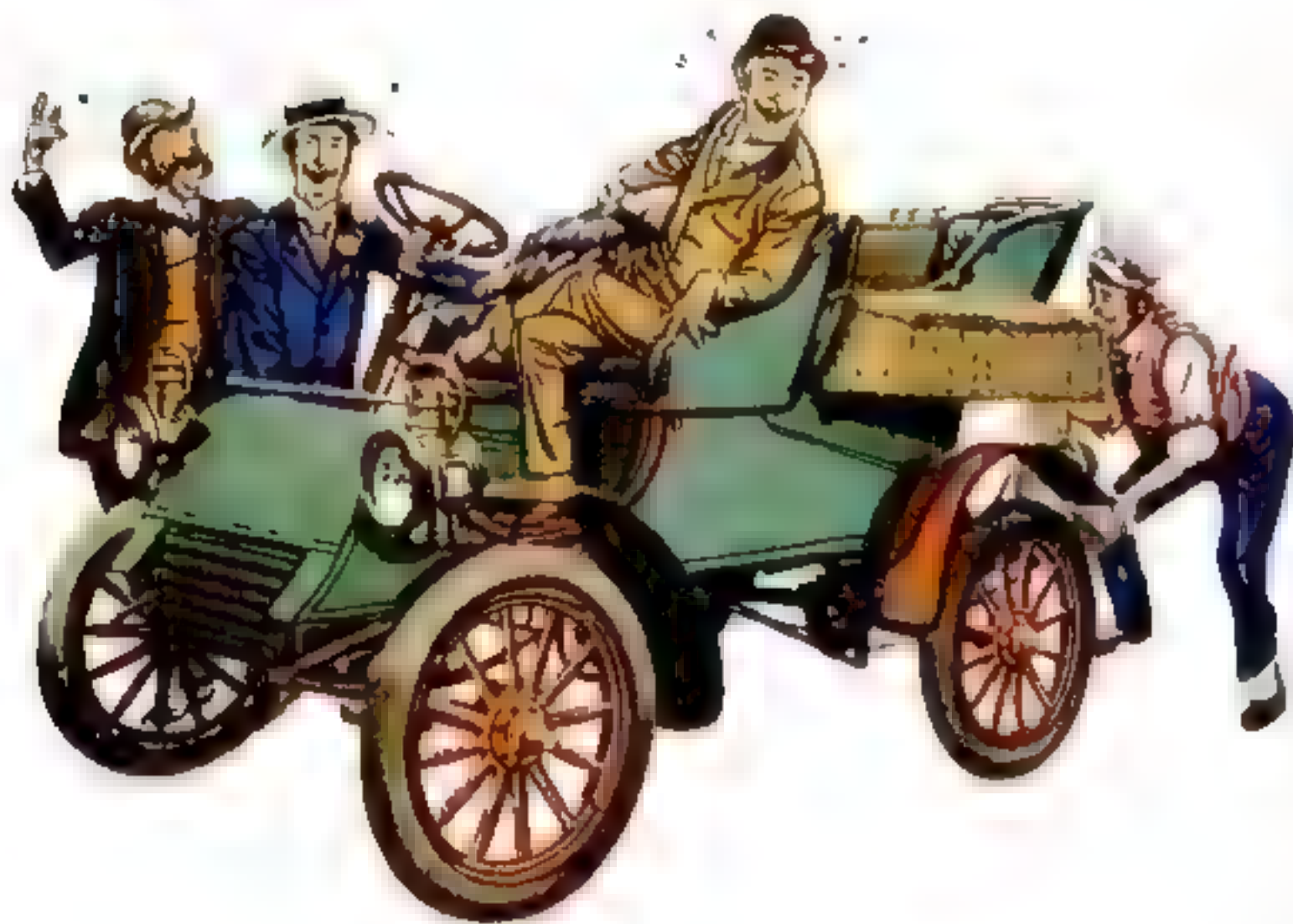
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THAT RECALLS THE DAYS GONE BY —



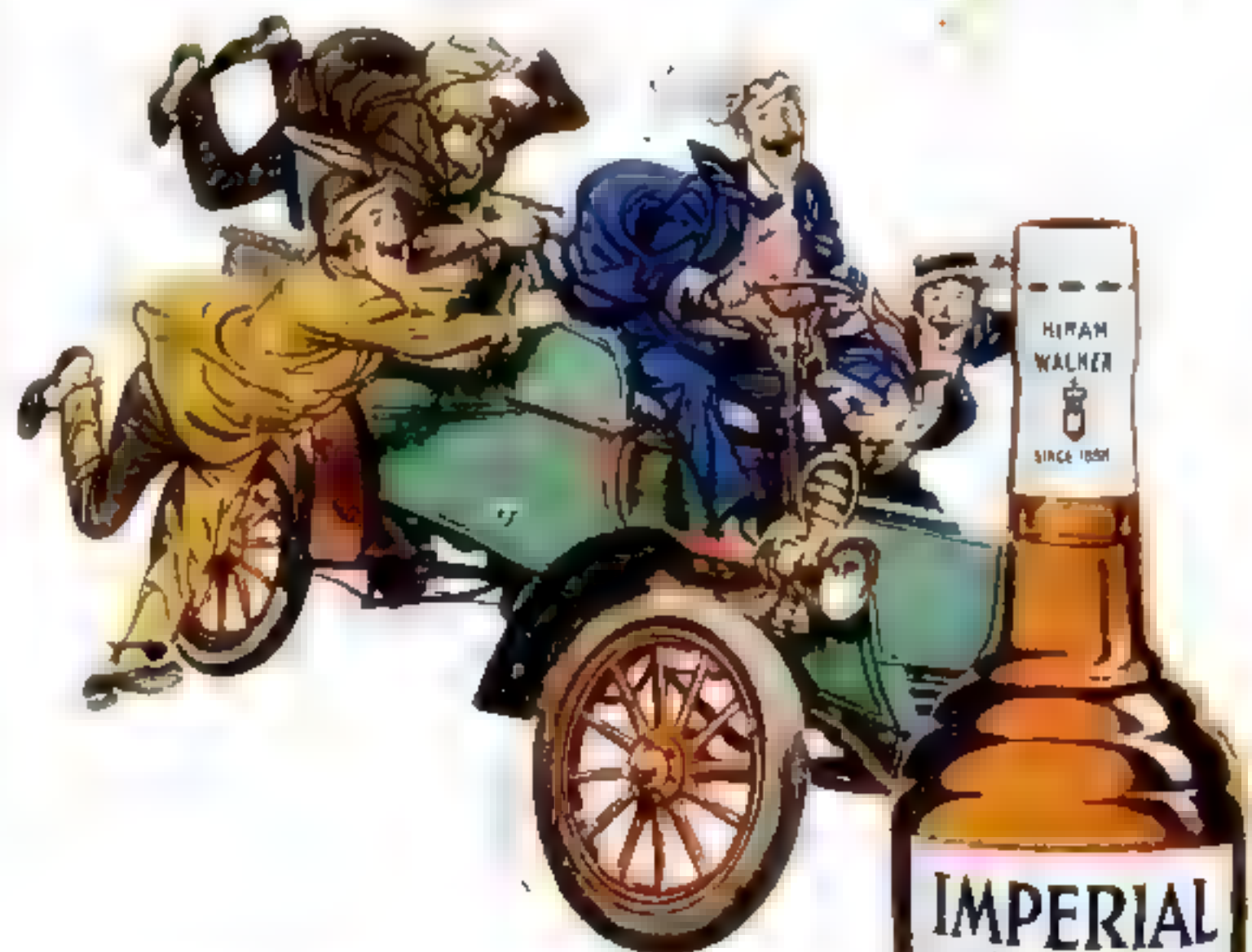
AND A FINE OLD-FASHIONED MELLOWNESS
THAT MAKES OLD-TIMERS SIGH —



THERE'S A NAME YOU OUGHT TO ASK FOR
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JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker. And Hiram Walker's
91 years at fine whiskey-making makes Imperial good!

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BROADWAY, THE FABULOUS INVALID, GETS WEAKER

The eager actor at right is Burgess Meredith, who is stooping to something no star of his standing would have dreamed of 20 years ago. He is personally trying to raise \$75,000 to put on a Broadway show. In 1929 such a show could have been produced for \$25,000, and the money would have been easy to get. Broadway has never been so sickly as it is now, mainly because production costs are so high that almost nobody wants to risk money in show business. Fewer shows are booked for this season than ever before.

The public still clamors for hits like *South Pacific*, but last year, out of 63 productions, only 15 made any profit. As a result more than half of Broadway's 77 legitimate theaters that flourished 20 years ago have been torn down, closed or turned over to movies or radio (map, below). Only a few hardy producers are still in the regular running (next pages), taking what steps they can to keep the fabulous invalid alive.

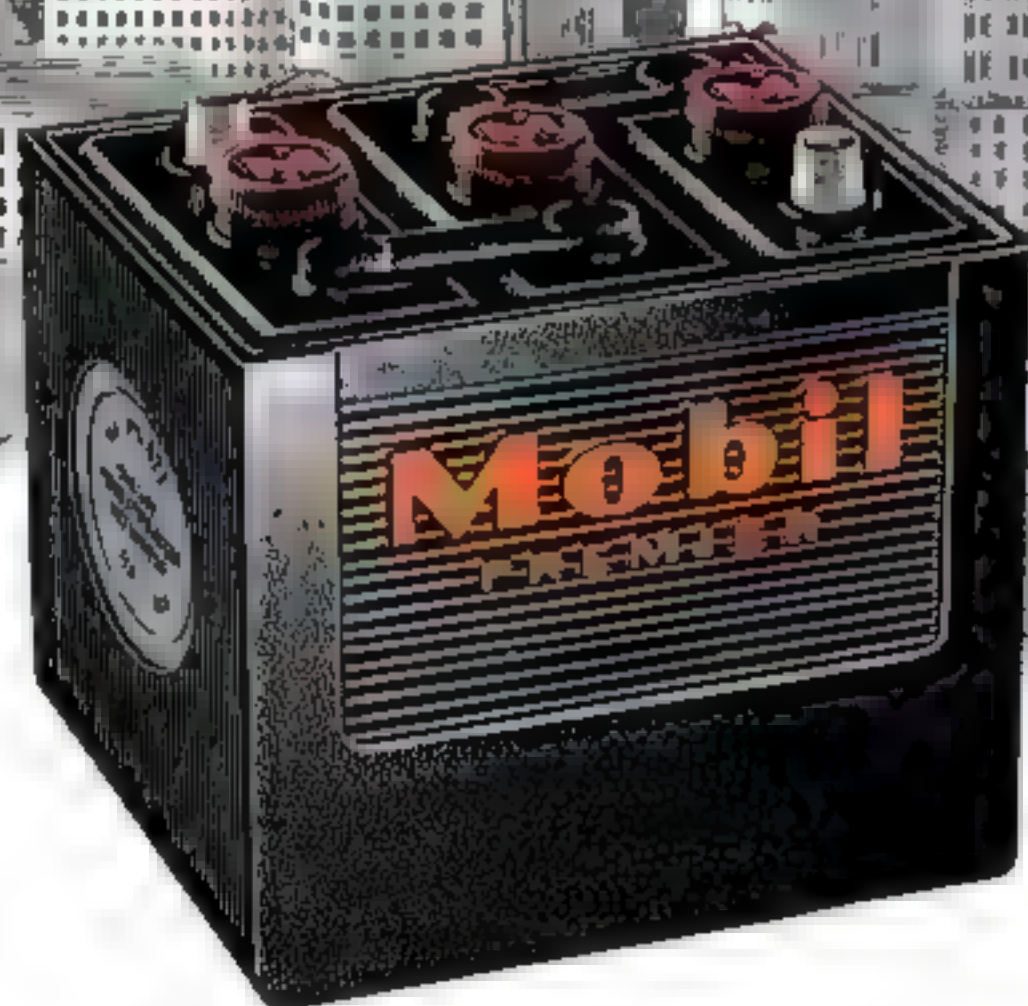


BROADWAY'S DECLINE is illustrated on this map showing what has happened to 77 legitimate theaters running in 1929. More than half of them have been demolished or converted to other uses.



RAISING MONEY for a musical, *Happy as Larry*, Burgess Meredith puts on a one-man show to lure money from backers. He sings, dances, reads all parts in the play and even exhibits an idea for scenery which he sketched himself. Through his heroic efforts the \$75,000 goal had almost been won last week.

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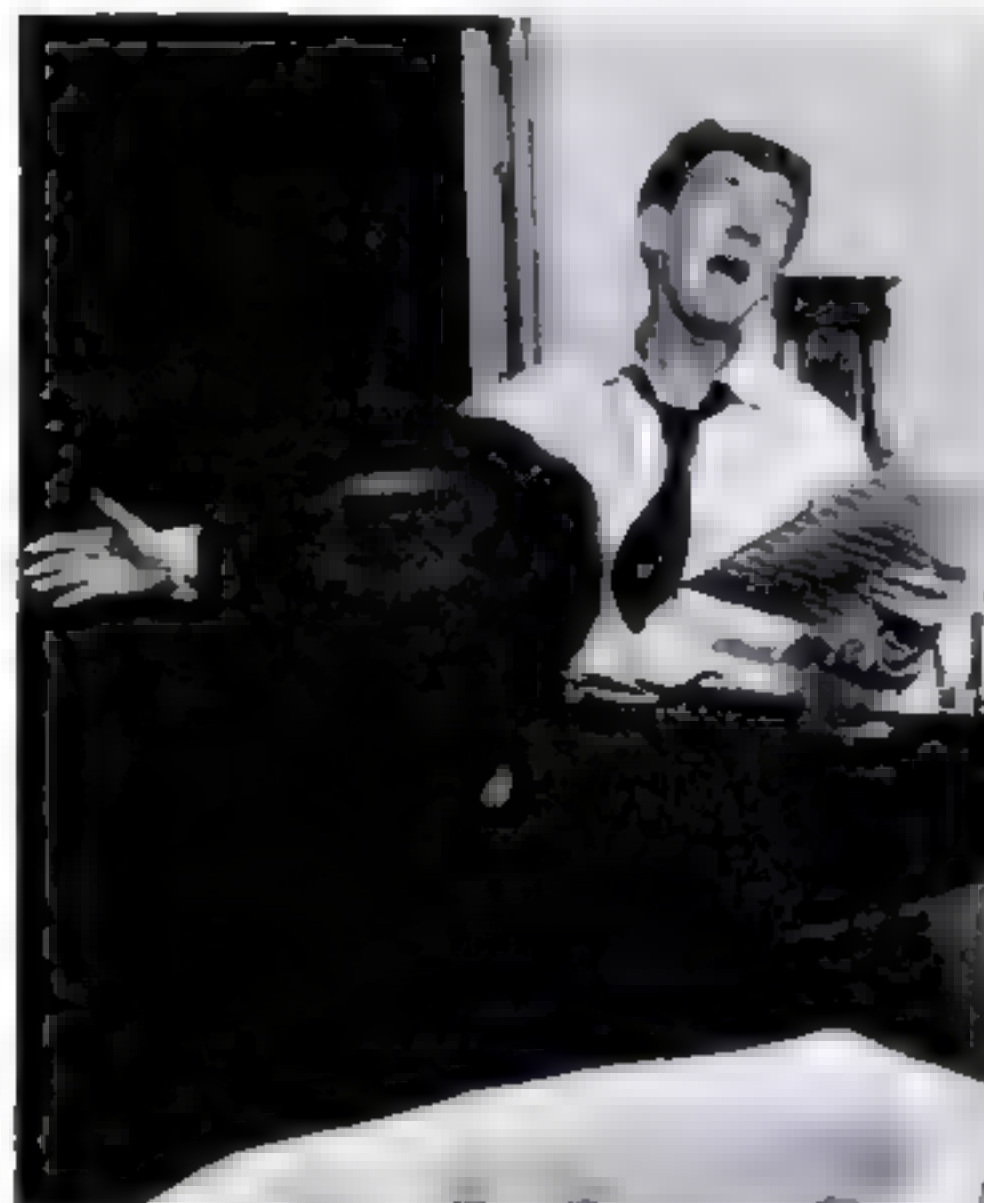


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The Fabulous Invalid CONTINUED



MEREDITH KNOCKS HIMSELF OUT giving a one-man audition of the play he hopes to be in, an adaptation of a Chinese fantasy, before a group of



TOP PRODUCERS are trying to get together to shave expenses and woo the public, showing a spirit of cooperation foreign to the older ways of Broadway. From this group will come most of the new season's promising plays. De Liagre will produce Norman Corwin's *Mary and the Fairy*; Myers, a dramatization of Henry James's novel *Turn of the Screw*; Rodgers and Hammerstein, a new



Broadway barkers. At left he bursts into passionate song, then flings himself into a bit of animated dialog and winds up (right) by dancing out the door.



play *The Happy Time*; Rice, his *Not for Children*; Langner and Helburn, in association with Wilson. *I Know My Love* with Lunt and Fontanne; Crawford, an operatic version of Lilhan Hellman's *The Little Foxes*; Bloomgarden, Hellman's new adaptation *Montserrat*; Crouse & Lindsay, a Merman musical; Hayward, Garson Kanin's *The Rat Race*; Abbott, *Touch and Go*, a new revue.

CONTINUED ON NEXT PAGE

Now is the time to plan Dude Ranch Vacations



in the colorful Southwest

You've been missing something if you've never been to a Dude Ranch in the sunny Southwest in the fall or winter.

It's an ideal place for a family vacation where friendliness and informality are the rule.

You enjoy blue-skied days riding horses along picturesque desert trails and across colorful mesas. You watch rodeos and visit age-old Indian villages. You swim in palm-shaded pools. In winter you can ski on some of the finest "powder" snow

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Any time between mid-October and May is a good time to go—but now is the best time to make plans for your fall or winter ranch vacation.

Let us send you, without obligation, our new Winter Resort and Ranch directory, which tells you where to go, what to do and how much it costs. Just mail the coupon today.



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TOMATO SAUCE ✓
GRATED CHEESE ✓
AND

The Burgundy will make it a
party! But wine costs so
little I'll still have an
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*Edna says be sure it's California
Burgundy wine — that's the kind
that costs so little — adds so much!

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last is a prime
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some, too, shine up like new
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CONNOLLY SHOE COMPANY



STILLWATER 4, MINNESOTA

The Fabulous Invalid CONTINUED

BUT A FEW BRAVE SHOWMEN START



LIMBERING UP for the season and her first featured part on Broadway, Helen Gallagher rehearses for *Touch and Go*, a revue offered by veteran pro

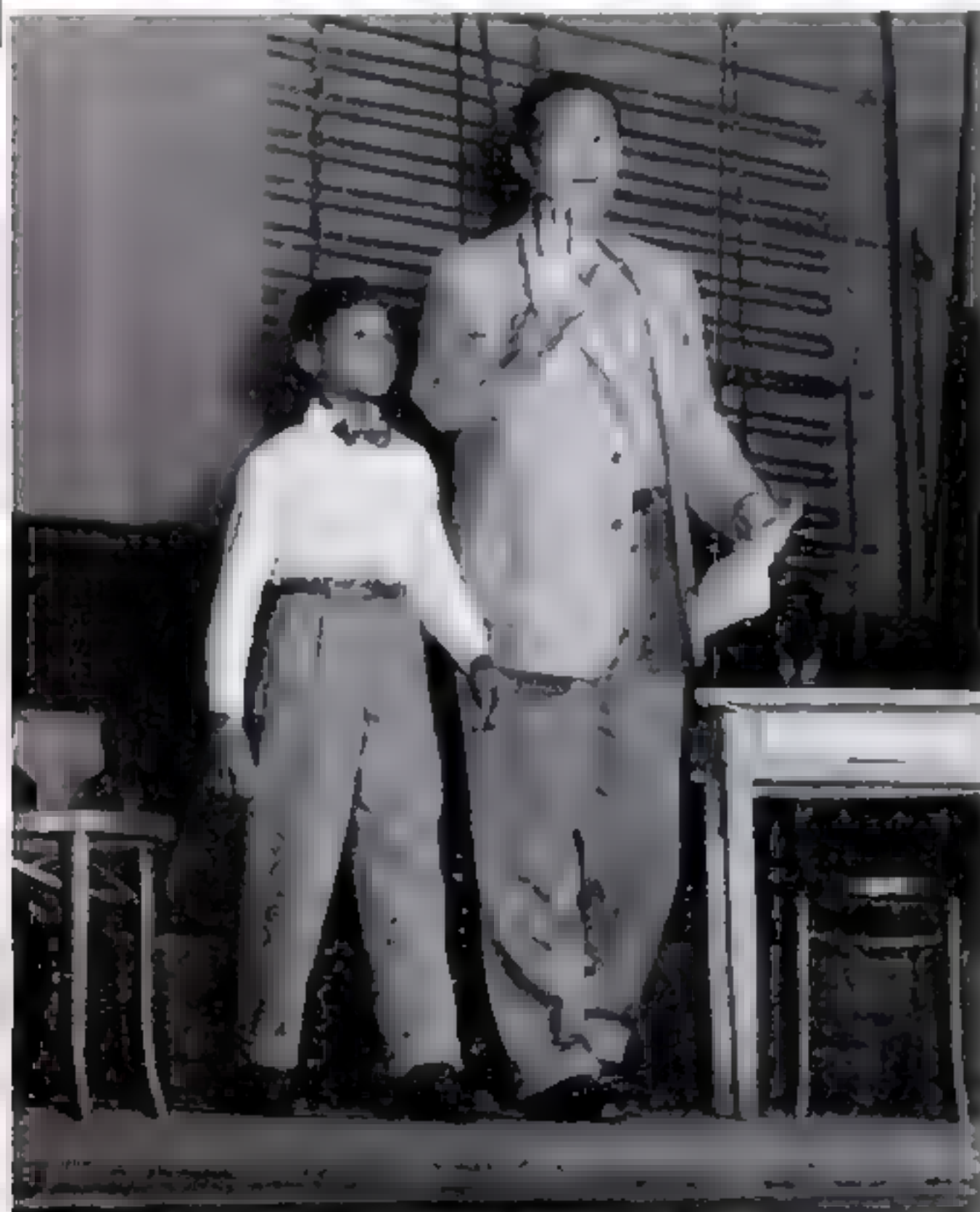


BIGGEST DRAMATIC EVENT of early season will probal ly be *Montserrat*, by Lillian Hellman, who directs rehearsal with Emlyn Williams (standing) as the star. Play is a tragedy about a liberal patriot in South American rebellion.

REHEARSALS FOR THE NEW SEASON



dancer George Abbott. For youngsters like Helen Hines on Broadway, which were hard enough last year (1943, Feb. 11) look to be even tougher this season.



BIGGEST MUSICAL EVENT may be *Lost in the Stars*, by Maxwell Anderson and Kurt Weill, with actors (above) Herbert Colman and Todd Duncan. It is adapted from Alan Paton's best-selling novel, *Cry, the Beloved Country*.



America's most Luxurious Electric Blanket...

GENTLE controlled warmth without weight. New supersensitive control. New durasuede texture (75% finest wool) with extra heavy satin binding.

In Deep Turquoise, Cedar, Blue, Rose, Green—rich yet practical.

TWIN bed size, \$37.95... Double bed size, single control, \$39.95. Extra wide, dual control, \$49.95.



"Incomparable for sleeping comfort," says Barbara Hale of her new Fieldcrest Thermostatic Blanket. Barbara currently stars in

"Jolson Sings Again,"

a Sidney Buchman Production, a Columbia Technicolor Picture.

Fieldcrest Sheets • Towels • Blankets • Bedspreads • Lace Tablecloths • Curtains • Hosiery • Rayons
FIELDCREST MILLS DIVISION OF MARSHALL FIELD & COMPANY, Inc., 33 WORTH ST., N. Y. 13

4-WAY PROTECTION



GETS THE JUMP ON CAR TROUBLE



Thanks to four husky policemen, this girl's a jump ahead of trouble. But getting the jump on car trouble is easier. Just ask your Sinclair Dealer for Premium Sinclair Opaline Motor Oil — the oil that gives your motor this 4-Way Protection.



1. CLEANS — Keeps your motor clean as a whistle—combats carbon, sludge, lacquer, corrosive acids.



2. SEALS — Opaline improves piston seal to save gasoline, save oil and give your car more power.



3. COOLS — Draws searing heat away from cylinder walls, bearings and other engine parts.



4. LUBRICATES — Opaline Motor Oil's tough protective film reduces wear and saves repair expense.

PREMIUM

SINCLAIR OPALINE MOTOR OIL

REG. U.S. PAT. OFF.

SUPER-REFINED BY THE PHETONE PROCESS





SEQUEL



LAST YEAR JIMMY, BEST STROLLED OUTSIDE WALLS

JIMMY RETURNS

Young murderer muffs his chance and goes back to prison for good

What works best for young criminals—sternness or kindness? In its April 12, 1948 issue *LIFE* reported the story of Jimmy Melton, a 12-year-old Colorado boy who killed his sister, was given a life sentence and was befriended by Colorado Penitentiary Warden Roy Best (*above*) in an effort to keep him away from veteran criminals.

Jimmy lived in the Best home until after Mrs. Best's death, when the warden sent him to famed Boys Town to complete his reformation. But last month Jimmy ran away from Boys Town (because "the other fellows called me killer") and turned up only when he slugged a man while trying to rob him in Council Bluffs, Iowa. Enraged officials brought Jimmy back to Colorado, gave him a prison haircut (*left*) and reinstated his original sentence without special favors (*pp. 166, 167*).

Criminal psychologists believe Jimmy exemplifies a familiar pattern of young criminals who, because of early adult indifference, develop a "sour grapes" attitude toward life and a ruthless irresponsibility. Some even claim this trait is unmodifiable, that sympathetic experiments with unfortunate youngsters like Jimmy almost never succeed.



THIS YEAR JIMMY GOES INSIDE WALLS IN CHAINS

Women
stay young longer
in America



American women are willing to try modern things and modern ways. They really want and demand improvements, and this is true especially in the field of monthly sanitary protection, where millions have rushed to adopt Tampax. This compact little product takes the place of the whole bulky belt-pin-pad arrangement which has been a familiar bug-a-boo for generations.

Tampax is quite different really, because it is an internal absorbent invented by a doctor for this special purpose. Made of pure surgical cotton compressed in efficient applicators, Tampax is easy to insert and you do not even feel it when in place. No odor forms. Chafing is impossible. No wrinkling or bulging under dresses. Even disposal ceases to be a problem, for Tampax is as tiny as it is wonderful!

You feel so free with Tampax! Why not start using it this very month? Buy at drug or notion counter in 3 absorbency-sizes: Regular, Super, Junior. An average month's supply fits into your purse; also 4 months' economy box. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-17-109-Y
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

JIMMY RETURNS CONTINUED



JIMMY ATE with warden's family (left) as a favored prisoner. On his return last month he ate his first meal under the eyes of a guard in an empty prison dining hall (above). Best had long talks with Jimmy when he was first committed, to impress on him the seriousness of his crime and the effort he must make to pay for it. Although he proved himself intelligent and even generous, Jimmy apparently lacked the psychological stability to live up to Best's humane challenge.



JIMMY DRESSED in schoolboy clothes, which Mrs. Best mended during his stay with the warden's family (left). Now he dresses in prison denim (above). The death of Mrs. Best was one of the reasons Best sent Jimmy to Boys Town. Despite his disappointment, Best is determined to help Jimmy in any way he can. "I'm not going to give up," he says. "I've had a lot of boys let me down, and a lot of them came out of it in fine shape." But hereafter Jimmy will get no coddling.

NEW INSOLE Miracle Of Foot Ease!



LIKE
WALKING
ON PILLOWS!



Makes Any
Men's and
Women's Shoes

AIR-CUSHIONED



1. Relieves Painful Calluses, Tenderness, Burning Feeling
2. Gives Feet Soft Bed to Rest Upon —Eases Pressure on Nerves of Feet
3. Cushions Sore Heels. Keeps Feet Cool in Summer, Warm in Winter



The moment you slip Dr. Scholl's AIR-PILLO INSOLES into your shoes, you experience the most delightful sensation of walking ease imaginable! Made of soft genuine LATEX FOAM (millions of tiny air cells), these insulated, air-ventilated, air-cushioned insoles cushion your feet from toe to heel.

Washable, Sanitary

ONLY 60¢ A PAIR!

In Sizes and Colors for All Styles of Shoes Dr. Scholl's AIR-PILLO INSOLES for men and women come in White, Red, Black, Brown, Gray, Green to harmonize with open toe and open heel dress, sport and casual shoes. Give your feet this cushioning treat today! At Drug, Shoe, Department and 5-10¢ Stores.

Dr. Scholl's
AIR-PILLO INSOLES

"A Changed Woman, by Gravy"



Some women have the knack of making good gravy. Others just never can get results. Gravy Master makes it easy for everybody. It makes your gravy and left-over taste so good and look so good, too, that your family will marvel at the change that has come over your cooking. Every bottle shows how. Ask your grocer today for Gravy Master. Insist on the genuine. Just look for the white gravy boat.

This package
SOLVES your
cat-feeding
PROBLEMS



Cat feeding is quick, easy, and economical, with ready-to-serve SPRATT'S CAT FOOD. Just fill your pet's dish right from the package. You'll find SPRATT'S CAT FOOD (with Fish and Milk powder) combines two favorite flavors in a scientifically-balanced blend. It's a "purrfect" meal in itself... high in nutrition, low in cost. Start your cat on SPRATT'S today.

SPRATT'S CAT FOOD



A SHETLAND PONY

for that Cherished Child Make the child's dream come true. Owning and handling a gentle, well bred pony will bring out the best in the child's character, develop responsibility, confident manner, improve physical exercise. The family will love a healthy, friendly well trained pony. Ideal Xmas or birthday gift. For information write

Fashion Club Pony Farm Stable B, Leon, Iowa

CONTINUED ON PAGE 129

New Broom Sweeps the Country

The *Perma-broom* with Electrene Bristles sweeps away dirt like lightning

Here's the *easiest way you ever knew* to get floors and rugs clean!

A few easy strokes of the new Modglin *Perma-broom*, with its revolutionary Electrene Bristles, and dust and dirt disappear like magic!



Picks up dirt as it sweeps it off—Magnetic action of *Perma-broom's* Electrene Bristles picks up offending particles of lint, dirt, dog hairs and dust and sweeps them away.



Sudses clean in a jiffy—Swish your *Perma-broom* in warm water suds and shake it. Presto! It's sparkling clean and dry . . . with color as fresh and bright as the day you bought it!



Durable . . . holds its shape—The *Perma-broom* is a money saver because it's so ruggedly built that it keeps its shape and appearance . . . and lasts longer than ordinary brooms.



Look for this colorful display in your store

the most revolutionary idea in brooms in 100 years

The amazing new *Perma-broom* has made sweeping child's play for millions of women. It costs so little that anybody can have one. Throw away that *old-fashioned* straw broom and get a *Perma-broom* at your grocer's today. Then watch dirt vanish!

Perma-broom

comes in 8 gorgeous colors to match
every home decorating scheme



when you buy a
Perma-broom
get its companion
—the amazing

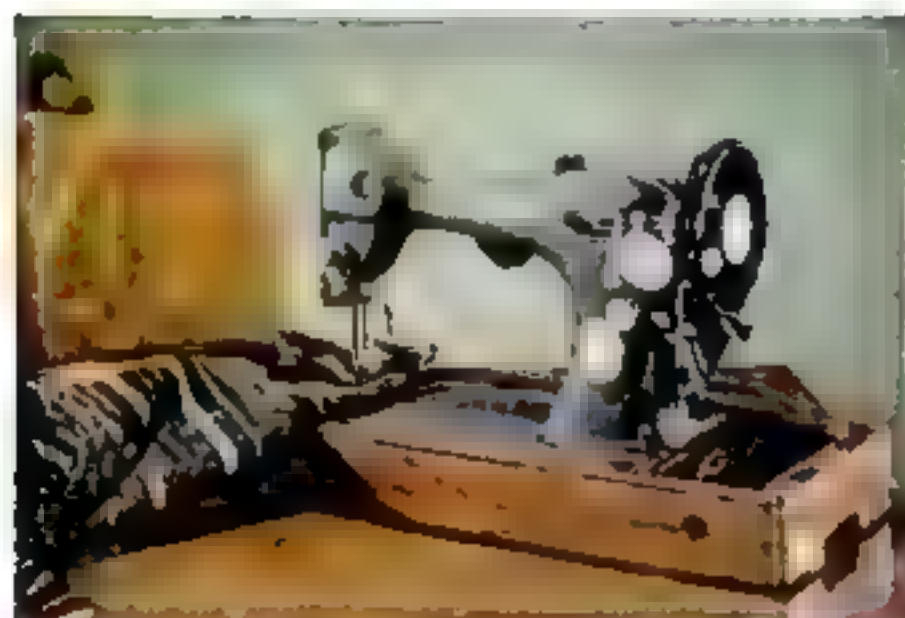
WHISK-OFF

The new Modglin WHISK-OFF has made your old whisk broom as *old-fashioned* as a horse and buggy. Nothing in the world can get garments, hats, upholstery, draperies so clean in such a jiffy. Comes in three convenient sizes and in many gorgeous colors.

UTILITY
SIZE
HOME
SIZE
PURSE
SIZE

With price tags so high—it's smart to sew your clothes!

IT'S EASY WITH A NEW SINGER SEWING MACHINE!



• From portable model to period console, the new SINGER Sewing Machines are the smoothest-stitchers ever. Designed by the company that's led the world for 98 years. Budget portable above is sturdy, compact.



• You get a complete course in home dressmaking or decorating at your SINGER SEWING CENTER when you buy a new machine. SINGER® Molded Dress Form cuts dressmaking time in half.



• For beautiful looks, beautiful sewing, there's nothing like a SINGER. This charming desk model has matching stool, non-glare light, wide range of speeds. It sews forward and backward, stitches perfectly on any fabric.



• Your notion problems are solved when you shop at a SINGER SEWING CENTER. You'll find right-color thread, right-size zipper, everything. And SINGER will make buttonholes, cover buttons for a few cents each.

IMAGINE MAKING this gorgeous taffeta gown for half what it would cost to buy. Think how wonderful to sew dresses, suits, home decorations at prices lower than you've seen on a tag in years.

Marvelous savings are yours—with one of the new SINGER® Sewing Machines.

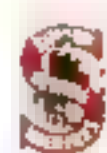
Portable models start as low as \$89.50. Handsome cabinet electrics from \$147.50. Easy budget terms, liberal trade-in allowances.

Choose your new model now. And for notions, lessons, service, always call on your SINGER SEWING CENTER.



• You'll be sew-happy for life when you own a SINGER, world's most dependable machine. You can always get parts, service, supplies from any SINGER SEWING CENTER. Queen Anne model above is one of many favorites.

This striped taffeta gown is made from Simplicity Pattern #5004.



*** FOR YOUR PROTECTION** SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" trade-mark and the SINGER SEWING CENTER emblem on the window, and never through department stores or other outlets.

At night is SINGER SEWING CENTER at 521 Main Street, Johnstown, Pa. Hundreds more from coast to coast. For address nearest you, see classified phone directory under SINGER SEWING MACHINE COMPANY.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU





IN PRISON CELL Jimmy sits alone and puffs a cigaret while he ponders possibility of a lifetime behind bars. In adjacent cells are two other young prisoners serving sentences for murder. When Jimmy lived with the Beets he was given a bicycle which he rode around Canon City, stopping occasionally (left) to watch other children play in the schoolyard. Because local parents complained about plans to let him attend public schools he cycled every day to the home of an ex-teacher who volunteered to tutor him. Now he must stay inside the prison with only tedious manual tasks (below) to relieve his grudgingly monotonous life.



IN PRISON WORKSHOP Jimmy learns rugmaking from Jake Shoup, prison instructor. This will be his regular assignment during the daily work periods.

See it! Try it! The all-new SINGER CLEANER with Dual Suction

NOW! The most amazing dirt-getting action you ever saw! The new SINGER* Vacuum Cleaner is the first to bring you *two fans* for greater suction!



MAGIC HANDLE

WITH 4 WONDERFUL ADVANTAGES!

- 1. No winding of cord!** Control button reels cord in—gets it out of way as you clean!
- 2. More cleaning power when you need it!** Two-speed switch for heavy and light cleaning.
- 3. No more foot-pedal acrobatics!** Touch the trigger on the handle—and adjust handle to any position.
- 4. No stooping!** Cord outlet lets you pull out more cord as you need it.

PLUS ALL THESE EXTRA SINGER FEATURES!

Exclusive "floating" brush gently loosens deep imbedded dirt. Adjusts automatically to most any rug thickness. Easy to carry with midway hand-grip!



↑ **Gets under furniture—easily.** Unit is only 5 inches high! New "all-round" bumper protects furniture—never smudges!



↑ **So easy to store!** Hangs flat against wall. Ideal for small homes and apartments. Ask for a demonstration in your home.

For your protection SINGER sells and services its sewing machines, vacuum cleaners, and other products only through SINGER SEWING CENTERS, identified by the red "S" trade-mark and the "SINGER SEWING CENTER" emblem on the window, and never through other stores.



SINGER* Vacuum Cleaners
are sold only through your—

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

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HAPPY PRESIDENT TRUMAN SPEAKS UNDER MAMMOTH PORTRAIT OF BILL BOYLE



ROW ON ROW OF WELL-FED DEMOCRATS LISTEN TO THE SPEECHES. AT LEAST 300

Life Goes to a \$50,000 Party

With steaks, barbershop quartets and marimba music 3,000 friends fete National Chairman Bill Boyle in Kansas City

For one day, Sept. 29, the executive branch of the U.S. was transferred from Washington to Kansas City, Mo. The occasion was a celebration for William M. Boyle Jr., the new chairman of the Democratic National Committee. The President was there. So were the Vice President, many members of the Cabinet and some 275 other Democratic bigwigs who rode a special train to the scene.

Democrats, and especially Kansas City Democrats, had good reason to celebrate. Ten years ago the local machine was all but smashed. Its candidate for re-election to the Senate, Harry S. Truman, did not seem to have a chance. A young worker, Bill Boyle, as a lieutenant of detectives, was trying to clean up local labor racketeering. The machine's boss, Tom Pendergast, was even worse off. He was in prison for tax evasion. But this year, with Truman President and Boyle in the next highest party post, the faithful were feeling no pain at all.

So Bill Boyle Day was the greatest whoop-de-do the city had seen. It cost \$50,000. There was a big luncheon, a cocktail party. Native Son Boyle was greeted with signs (right), presented with gifts, welcomed by old friends. But the high point of the day was a huge dinner. Some 3,000 Democrats and assorted friends of the guest of honor paid \$15 apiece

to stuff themselves with 3,250 steaks and 6,000 potatoes, and slurp 300 gallons of coffee, all of which had to be wheeled three blocks to the Civic Auditorium from the Muehlebach Hotel. Movie stars went through their paces. An orchestra, a chorus, a barbershop quartet, an Irish tenor and a marimba player, disdaining "the long hair stuff," rendered *Strike up the Band*, *Stout Hearted Men* and *Mother Machree*. When a breeze blew hot candle wax on the President, the candle was quickly snuffed with a spoon. When Truman's brother Vivian was suddenly seized with an attack of stomach trouble, he escaped without notice. Even the presence of the two warring political bosses of Kansas City (pp. 172-173) did not dampen the party. All the Democrats cheered in unison when the President announced that the Fair Deal would win next year and in 1952, and said the goal of the party is \$4,000-a-year income for everybody in the U.S.

Whether the Democrats would be as happy next year or not, they were enjoying themselves while the enjoying was good. The President was even moved to stay up until 11:30. As he rose next morning for his usual walk at 6:55, the last knots of happy Democrats were just wearily breaking up the party's biggest celebration since the great Inaugural Parade.

Hi Bill! WELCOME HOME



WHO TRIED TO GET TICKETS WERE TOO LATE AND WERE TURNED AWAY. USHERS WERE MODELS IN EVENING GOWNS. LATER THE BALCONIES WERE OPENED FOR EVERYONE



SILVER SERVICE that cost \$2,250, given by loyal Kansas City Democrats, is examined by happy Boyles.

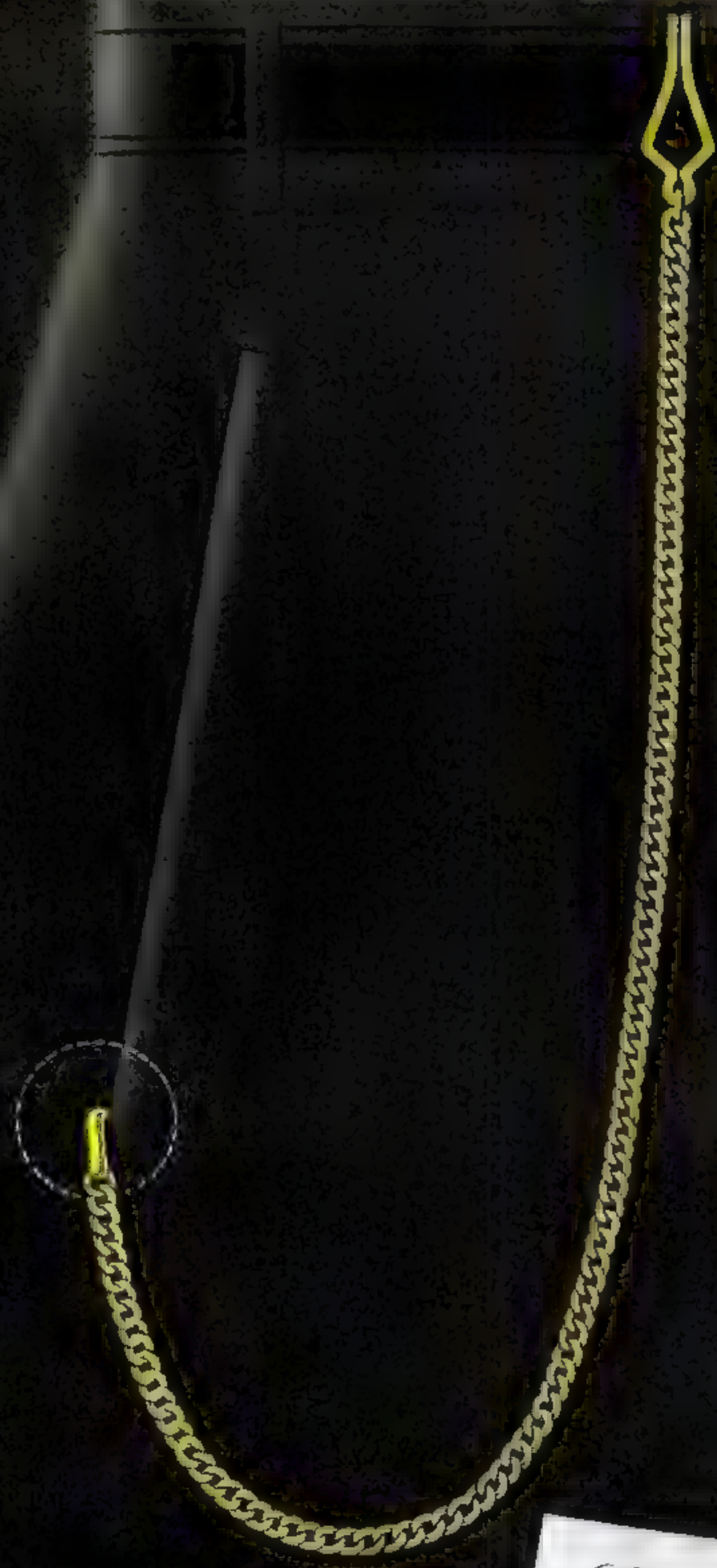


COLD TURKEY with all the fancy trimmings embellished a big buffet lunch given during day's celebration



STEAKS consumed by the party required the slaughtering of 250 steers. Some 600 attendants served dinner.

It works like magic!



Men prefer
SWANK

*Makes chain
drape correctly*

*Makes keys feel
feather-light*



Only SWANK chains have the Anchor that assures a graceful drape, that suspends keys in the pocket. And only SWANK chains have the Quick-Key ring that allows any key to be removed without disturbing the others. It's smart to wear a SWANK Anchor key chain. Available in a variety of patterns. \$1.50 to \$12.50

Prices subject to Federal Tax

Always look for the name **SWANK** on all our products **SWANK**—© Swank Inc. All rights reserved.

\$50,000 Party CONTINUED



HAPPY FAMILY (from left) Bill, daughter Joan, 18, Mrs. Boyle, mother-in-law Mrs. Thomas Hayde, daughter Barbara, 16, and Mrs. Boyle Sr. Line up



HAPPY BOSSES from the big cities have a fine time. J. Pendergast autographs a menu (left) and Chicago's ex-Mayor Kelly talks to hotel Chicago Boss



HAPPY PALACE GUARD, Presidential Aide Clark Clifford and Maj. General Harry Vaughan (left), talk with Roy Roberts (glasses), Republican pub-



for the camera before the dinner party, Bill's mother was the chairman of the Jackson County Democratic women's organization when Bill was a youngster.



Jake Arvey (center). Joseph Binaggio sits with his statuesque wife (right). Binaggio and Pendergast are fighting for control of Kansas City Democrats.



Lsher of Kansas City Star. Roberts, whose paper opposed Truman in the last election, helped run the mammoth celebration because 'I like Bill Boyle.'

KAYWOODIE

REMEMBERS WHEN -

The U. S. Army was fighting Cheyennes, Ogalas, Sioux and Dog Faces. Pictured below is a cavalry charge of the Indian fighting of the 1860's. The Kaywoodie organization was started in 1851. Then as now, our pipes were favorites among men who wanted a good smoke. They are fashioned with the balance, proportion, free-draft and sweet-smoking qualities that come only from long experience. The briar is seasoned and cured in the same slow way. The "Drinkless" fitment in the shank has proved to be the best of all pipe filters. Your Kaywoodie is the result of 98 years experience in satisfying pipe-smokers. Look for cloverleaf trade-mark on pipe. Kaywoodie Company, New York and London, 630 Fifth Avenue, New York 20. Send for folder which illustrates 49 Kaywoodie Pipes and cigarette holders in colors.

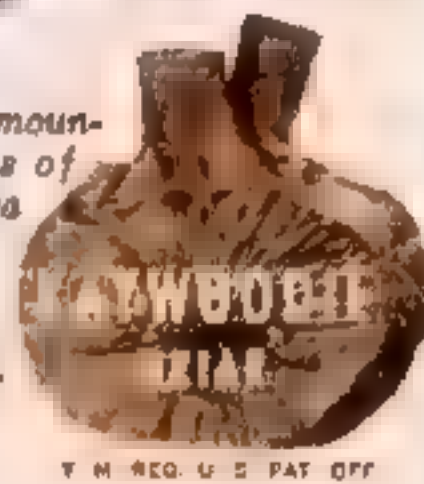
Kaywoodie briar cigarette holder, in jewel box \$3.50
Reduces irritations and stains from smoking. Also in Meerschaum, \$5.

UNIONIZATION KAYWOODIE
The mildest of pipes. Cool air circulates in pipe, mixes with smoke. No. 938. \$7.50


COOL AIR GOES IN HERE

Keeps bowl dry. Improves flavor, makes smoke EXTRA MILD

Imported from the mountains and deserts of Mediterranean area where struggle for survival makes it sturdy, with grain of unsurpassed natural beauty.



"The Charge" by Charles Schreyvogel



Top Score

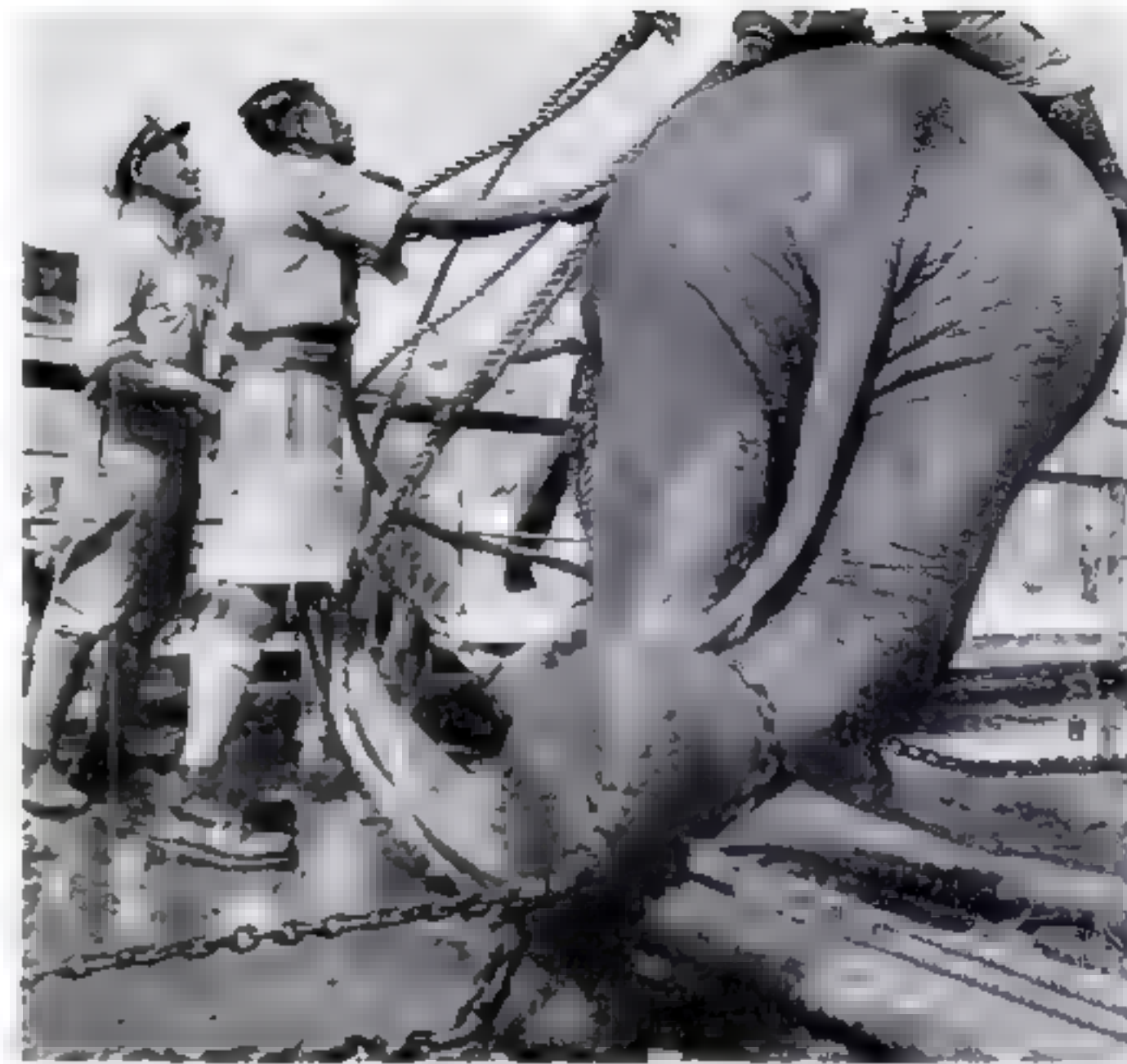
Interwoven Socks

FAMOUS
for
OUTSTANDING
PERFORMANCE

- Better Made
- Better Fit
- Better Looking
- Better get
Interwoven

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MISCELLANY



TRAINERS TRY TO MAKE INDRA STAND ACROSS THE UNLOADING SLINGS

PETULANT PACHYDERM

An Indian elephant has something to remember



ALOFT AT LAST, INDRA IS HELD SECURELY IN UNLOADING SLINGS AND



SHE THWARTS THEM BY STANDING ON ROPE AND STEPPING ONTO SLING

On Sept. 23, with all the fanfare accorded a visiting celebrity, an elephant named Indira sailed into Tokyo harbor, aboard the freighter *Encho Maru*. She was a gift of India's Prime Minister Pandit Nehru to the children of Japan, who had turned out in force to meet her. But Indira became petulant and refused to disembark. For two days she nimbly sidestepped slings and handlers (*above*) and thwarted all efforts to unload her. To see Indira's most strenuous struggle, turn the page.



SWUNG SLOWLY THROUGH THE AIR TOWARD DOCK AS HANDLERS WATCH

CONTINUED ON NEXT PAGE

MEN AND BOYS; NOT AN ITCH IN A STITCH OF CARTER'S "INNERWOOL" TRIGS



SHIRTS
TO MATCH

Only soft, comfortable
cotton touches the skin.

Warm wool is knit between cotton
to prevent skin irritation.

MAN, IT'S ITCHLESS!

Warm wool is knit between cotton. No irritation—only soft, comfortable cotton touches your skin. It's Carter's new "Innerwool" Trigs. 75% cotton, 25% wool.



BOY, IT'S COMFORTABLE!

Special knit "gives" with your body. Seams can't rub or chafe. No riding up, no binding. Boys' Trigs are made exactly like Dad's.

MOM, IT'S EASY WASHING!

Trigs wash quickly...dry quickly...and there's no ironing! Get Carter's Trigs for Dad and Son. They'll like 'em, you'll like 'em.



Carter's TRIGS
BRIEFS, MID-LENGTHS AND LONGS...ATHLETIC AND T-SHIRTS...AND SUITS
FOR MEN AND BOYS
Needham Heights 94, Mass.

THE MOST FABULOUS DISCOVERY EVER MADE!



Ninety years ago, Col. Edwin L. Drake's drilling crew struck oil in the sand and shale of Oil Creek, near Titusville, Pa. This pioneer well tapped a vast subterranean deposit that ushered in a new giant among industries...the petroleum industry.

Little did Drake realize he had discovered the most richly endowed oil region ever to be found. The Pennsylvania Grade region is so fabulously favored by nature that even to this day the natural quality of its oil has never been equalled by any other oil field in the entire world. Only members of the Pennsylvania Grade Crude Oil Association are privileged to sell Pennsylvania oils under the Association emblem. Theirs is a public trust that assures you of getting the finest engine protection money can buy. So... WHEREVER YOU DRIVE, ASK FOR AND INSIST ON ONLY THOSE OILS MADE FROM 100% PURE PENNSYLVANIA.



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our association.



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Petulant Pachyderm CONTINUED



HANGING BY THE NECK, Indira slips out of the unloading slings and lands on her tail on deck, her forefeet in the air. But she was finally unloaded and marched past signs saying, "Welcome Miss Indira" to the Tokyo zoo.



After work or play

When day is done you

deserve **SCHENLEY**

Banker, Baker or Candlestick Maker.

Whatever your job, when your day's work is done, you've earned the *best*. Then how welcome...how truly *deserved*...is your highball or cocktail made with mellower, richer Schenley.

Divot Digger or "Birdie" Maker.

Whether you're still trying to break a hundred, or have just shot under par, there's no better way to climax your pleasure at the 19th hole than with smoother Schenley, the whisky of unchanging perfection.



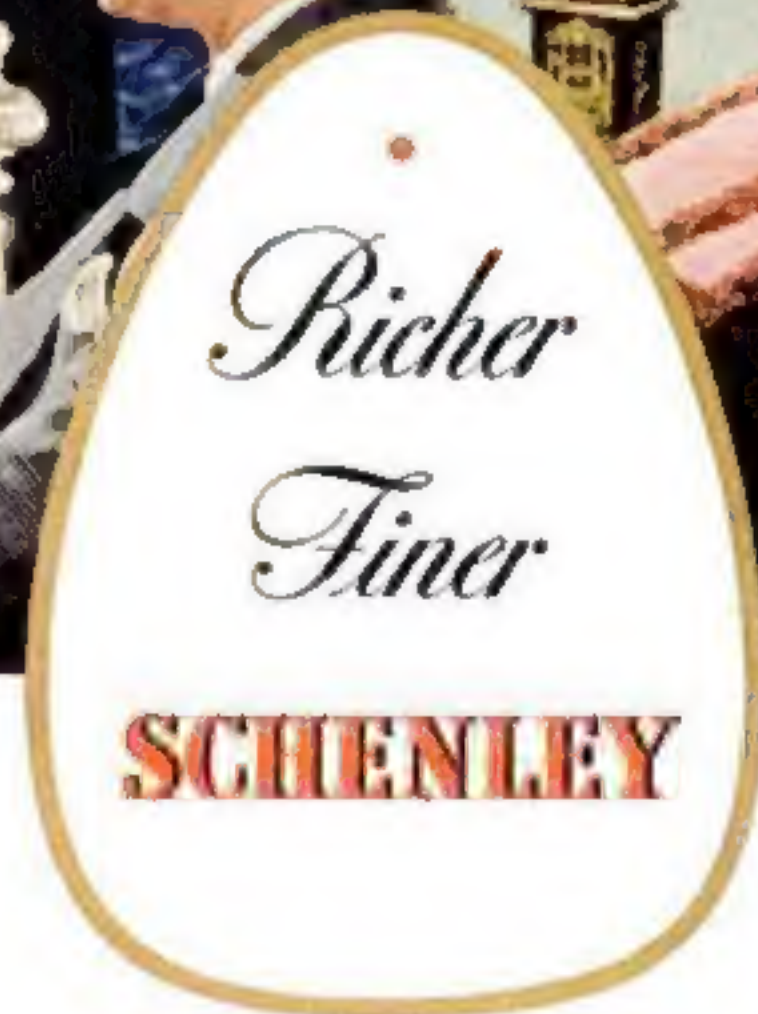
Good Friends...Good Talk...Good Schenley! How deeply satisfying they can be! After work or play—when day is done, *you* deserve the best...and the BEST is mild, friendly Schenley, always friendly to your taste.



A Schenley Mark of Merit Whisky

From **SCHENLEY** the House of **AGED** Whiskies

RARE PRE-WAR QUALITY BLENDED WHISKY. The straight whiskies in this product are 5 years or more old. 35% straight whisky. 65% grain neutral spirits. 36 proof. Copyright 1949, Schenley Distributors, Inc., New York City.





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The pause that refreshes

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